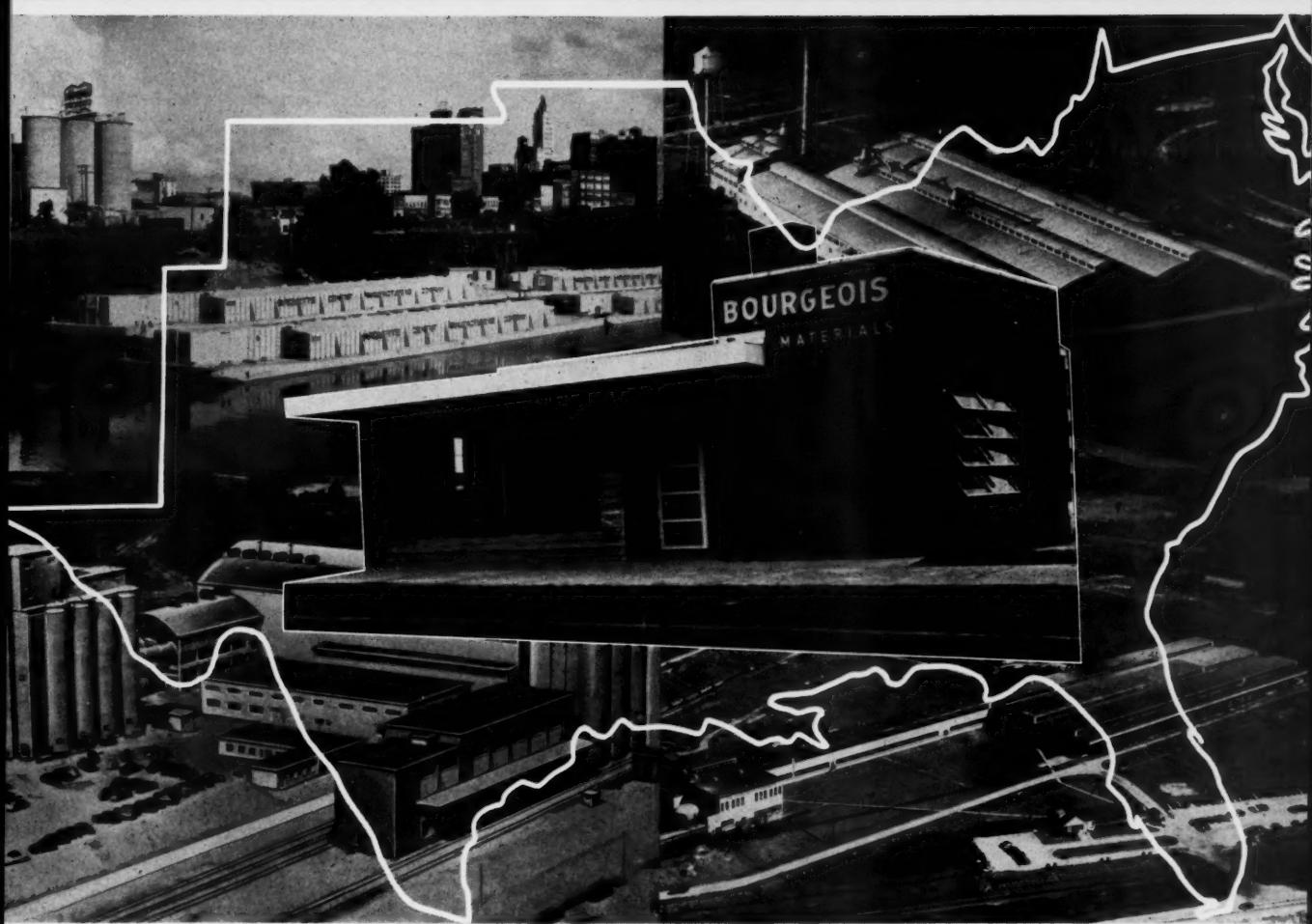


Special SOUTHERN  
PROGRESS Issue  
MARCH, 1953

# Southern BUILDING SUPPLIES

SERVING THE LUMBER AND BUILDING MATERIAL DEALERS IN 18 SOUTHERN AND SOUTHWESTERN STATES



**How the NEW SOUTH Forges Ahead**

**WHAT HAPPENED AT CONVENTIONS... page 56**

*The Price of Survival in Today's World... page 100*

# LET'S TALK FACTS...

## about ALL-ALUMINUM MIAMI AWNING WINDOWS

- Never need painting
- Easy balanced operation
- Weatherstripped



MIAMI  
Awning  
WINDOW



S  
SEE OUR CATALOG  
SWEET'S FILE

For further information write, wire or phone Dept. SBS-3 or see Sweet's Architectural File <sup>3c</sup> MI

**FILL IN AND MAIL TODAY!**

MIAMI WINDOW CORPORATION  
5200 N.W. 37th Avenue, Miami 42, Florida

Please send me all pertinent information about your window.

Check one:  Architect  Builder  Contractor  Dealer

NAME.....

ADDRESS.....

CITY.....

ZONE..... STATE.....

**MIAMI WINDOW CORPORATION**

5200 N.W. 37th AVENUE, MIAMI, FLORIDA

FACTORY No. 2 - 4610 N.W. 37th Avenue, Miami, Florida

MIAMI WINDOW CORPORATION OF MISSISSIPPI - Key Field, Meridian, Miss.

MIAMI WINDOW CORPORATION OF PANAMA - Box 923, Panama, R.P.

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# LUMBER, PLYWOOD, AND DOOR DISTRIBUTORS

We Maintain Large Stocks of Both Lumber and Plywood in Many Species of Wood from the U.S.A. and Abroad. Among the Items Available for Immediate Shipment Are:

## MAHOGANY

We are specialists in British Honduras, Philippine and African Mahoganies.

## LUMBER

Tough Ash	Hard Maple
American Black Walnut	Birch
Aromatic Cedar Lumber and Closet Lining	Prima Vera
Long Leaf Pine	Red Gum
Red and White Oak	Poplar

## PLYWOOD

Birch	Oak
Gum	Walnut
Mahogany	Fir
Fir Plyweave	Virola (Banak)

## DOORS

Flush and Entrance Doors  
Fir — Birch — Gum — Mahogany

## PANELING

Philippine Mahogany	Redwood
Knotty Pine	Fir Driftwood
Cypress	Fir Ridgewood

## WESTERN LUMBER

Ponderosa Pine	Redwood Lumber &
Kiln-Dried Fir	Siding
	Western Red Cedar

## DECORATIVE PLASTICS

Panelyte—For Commercial Installation and Shop Fabrication 1/16" thickness Wood Grains Now Available  
Arborite—For On-Job Application 1/8" thickness

## TIDEWATER RED CYPRESS

Boat Stock      Dressed Finish  
4/4 to 12/4 No. 1 Shop and Better

## FLOORING

Oak Block and Strip  
Maple and Beech Strip  
Industrial and Block-On-End Flooring

# Dixie Lumber Co., Inc.

8201 FIG STREET  
NEW ORLEANS 18, LA.  
Telegraphic Address WUX-DIXIE  
Telephone WALnut 9500

# This is Our Record

The builders of Carson Park Mutual Homes believe that the following information should interest you whether you contemplate buying a home now or in the future; whether you buy it from us or from any other builder. The builders of Carson Park Mutual Homes have built more homes in the last ten years than any other builder in the United States.

Inasmuch as a home purchase is one of the greatest investments that a family makes in its lifetime, we are very proud to make this statement.

Every one of the thousands of homes that we have built and delivered to satisfied home owners is worth more money today than the day our customers took possession.

# This is Our Policy

This is what we have learned from experience about a house, *and this has become our policy*: To build the best possible house for the money. To forego and leave out the frills and gadgets that just dress up a home but that have no intrinsic value and actually make for additional upkeep.

We have learned that in Southern California the nights are damp and that the best way to build a house is to have it raised off the ground so that there is an insulated air space between the floor of the house and the earth. To build with a sub-floor of wood and a hardwood floor above costs more money than a concrete slab, but is it our opinion that it is better construction, and that's how we will build.

We have learned that a family grows, and while parents and children are young it may be satisfactory to eat in the kitchen. But later on a definite dining area is a necessity and our policy is to build each home with a dining room.

We have learned that the kitchen best serves its

purpose when it is used for the preparation of food and that a separate room is required for laundry work. We will continue to build all our houses with a kitchen and a service room.

We have learned that a plaster house is safer and more durable than a house built with dry wall, and although more expensive, we will continue to build with plaster.

We have learned that the best materials available are best in the long run. Cast iron bathtubs are better than light steel plumbing fixtures and cedar shingle roofs are better than composition roofs. Although these features are more expensive, we will continue to build with the best.

We have learned from long experience that the house we deliver should look, and should be, better than the house we show as a model. We shall continue our successful policy of showing you what you will get and then giving you a house that is even better.

# This is Our New Year's Resolution

We have a fine reputation with our customers; with the various City and County home building authorities; with the various Federal agencies that have to do with home financing and insuring, and it is our definite New Year's resolution to continue to merit that reputation.

**THE BUILDERS OF CARSON PARK MUTUAL HOMES**  
6741 EAST CARSON STREET .. LAKEWOOD, CALIFORNIA



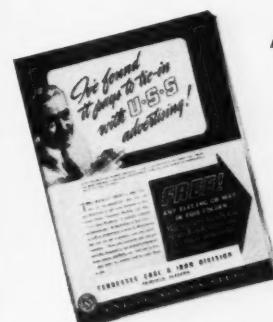
The manufacturers of CERTIGRADE RED CEDAR SHINGLES gratefully reproduce the above advertisement of the world's largest home builders. The statement originally appeared in metropolitan Los Angeles newspapers early this year.

# U·S·S Dealers: Use these free advertising mats to help boost your sales



T.C.I. carries on an extensive advertising program on radio and in leading farm magazines on behalf of American Fence, Tennessee V-Drain Roofing, American Barbed Wire and other U·S·S Steel Products sold in your store.

You can tie in your own local newspaper advertising with the T.C.I. program . . . and step up your sales . . . by using advertisements like these shown here. Mats or electrotypes of advertisements on all the U·S·S Steel Products you sell are available in a variety of sizes free of charge. They are shown in T.C.I.'s Advertising Mat Book which will be sent to you free on request. Send for it today. Then you can tie in your Spring and Summer advertising program with ours to lead customers for U·S·S Steel Products to your store.



Advertising  
Mat Book

TENNESSEE COAL & IRON DIVISION, UNITED STATES STEEL CORPORATION • GENERAL OFFICES: FAIRFIELD, ALABAMA  
DISTRICT OFFICES: CHARLOTTE • FAIRFIELD • HOUSTON • JACKSONVILLE • MEMPHIS • NEW ORLEANS • TULSA



U·S·S AMERICAN FENCE  
U·S·S TENNESEAL V-Drain ROOFING

UNITED STATES STEEL



## NOW... 2 new promotions to



to work for you selling Fiberglas\* Insulation to Southern builders and farmers . . . in the same inimitable fashion he has been selling it to "do-it-yourself" homeowners.

Promotions aimed specifically at the Southern market! Promotions you can use to increase your insulation business—right now! **Sales figures**—ours and those of dealers from coast to coast—prove that Arthur Godfrey is the most persuasive salesman in insulation history. Therefore, we're going to put him

1. **The new construction market**, of course, is your bread and butter. And ours. So Arthur Godfrey will soon urge prospective buyers coast to coast to "look for the Fiberglas-insulated house." Fiberglas Insulation will also be featured in *Holland's Magazine of the South* as well as in new literature written especially for your area. With your help, we're going to prove to builders why *Fiberglas is the insulation that helps sell the house*.

2. **The rich, rural market is another target.** Farmers are big insulation customers. Reason: they have more buildings. Insulation is vitally important in most of them. The preferred insulation? Fiberglas—because it is so easy to install and is extra efficient, fire safe, sanitary and permanent besides.

We've prepared new farm literature, too. We're

**1**

**NEW CONSTRUCTION PROMOTION**

**32 CBS TV Stations**

**186 CBS Radio Stations**

**Home Magazines**

**Builder Magazines**

**New Fiberglas-insulated Signs**

**New Warranty Pamphlets**

**New Builder Folders**

**New Sound Slide Films**

**New Technical Literature**

**2**

**RURAL MARKET PROMOTION**

**186 CBS Radio Stations**

**Farm Magazines**

**New Farm Booklets**

**New Technical Literature**

**New Field Sales Help**

# help you sell more Fiberglas!

beginning a new series of advertisements in *Farm Journal*. And Arthur Godfrey will blanket all rural communities via 186 CBS radio stations.

**Sales tools galore** are available for tying into these programs in your area and in your store. Ask your jobber salesman for the new dealer broadside which gives complete details. Or write any of these industry leaders:



ARMSTRONG  
CORK CO.  
Lancaster, Pa.



CERTAIN TEED  
PRODUCTS CORP.  
Ardmore, Pa.



THE FLINKOTE  
COMPANY  
New York, N.Y.



MINNESOTA AND  
ONTARIO PAPER CO.  
New York, N.Y.

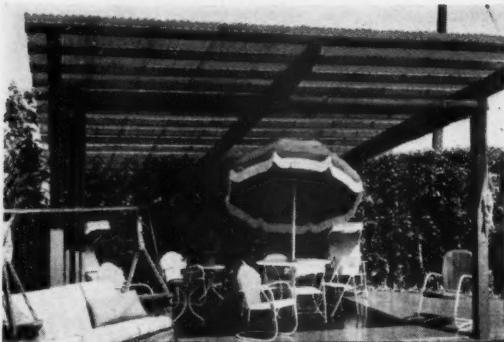


KELLEY ISLAND LIME  
& TRANSPORT CO.  
Cleveland, Ohio

\*Fiberglas is the trade-mark (Reg. U. S. Pat. Off.) of Owens-Corning Fiberglas Corporation for a variety of products made of or with fibers of glass.



And—if you don't already handle these great insulations, better join the parade—now! Owens-Corning Fiberglas Corporation, Dept. 162C, Toledo 1, Ohio.



THE ORIGINAL

*Alsynite*

MEANS

ADDED PROFITS

***in 3 Big Markets...***

**RESIDENTIAL**

**COMMERCIAL**

**INDUSTRIAL**



TRANSLUCENT—Privacy with maximum light . . . diffused, shadowless, glareless.

WEATHERPROOF—Impervious to all weather conditions. Excellent insulating qualities—almost twice that of glass.

PERMANENT - SHATTERPROOF—Will not crack, craze, warp, sag, buckle, rot or mildew. Resists mild acids and salt water.

COLORFUL—Seven beautiful translucent colors—soft, pleasing pastel tones that create harmonious interiors.

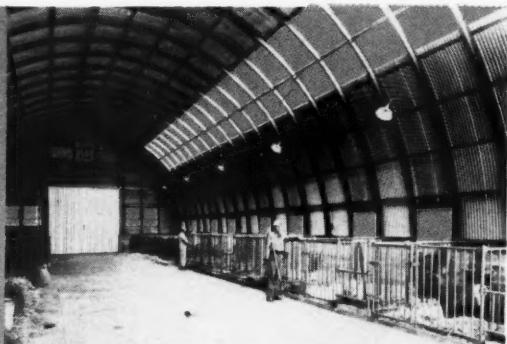
LIGHT IN WEIGHT - STRONG—Weighs but 8 ounces per sq. ft. Great impact and load strength.

EASY TO USE—Cut, saw, drill, nail, screw, or bolt with ordinary tools, or lap with translucent adhesive.

ECONOMICAL—Alsynite daylighting saves 30% to 80% in cost. No special framing or labor. Requires but lightest of structural supports. Maintenance free.

Alsynite translucent glass fiber panels are finding new uses every day in residential, commercial, and industrial buildings where an economical, modern touch is desired.

Cash in on this growing market. Stock Alsynite and tell your customers of its advantages. You are assured an adequate supply by prompt delivery from any of the 16 well-stocked SSirco warehouses. Give your customers the benefit of Alsynite right away.



Manufacturers & Distributors

**SOUTHERN STATES**

OVERNIGHT SERVICE FROM

Savannah, Ga.

Albany, Ga.

Orlando, Fla.

Miami, Fla.

Atlanta, Ga.

Augusta, Ga.

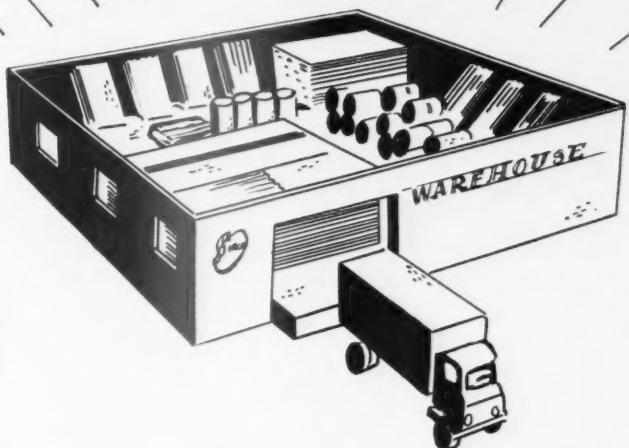
Tampa, Fla.

Jacksonville, Fla.



# SSIRCO Hits a New High!

... IN WHAT YOU WANT —  
WHEN YOU WANT IT!



One of the many SSirco Services — and one that will mean a lot to you — is the convenience of getting *what you want when you want it*.

You benefit two ways. Besides the convenience, you get the SSirco-distributed line of nationally-advertised, top brand names. Names your customers know and prefer. Products that are priced to leave you a tidy margin of profit.

You — like other SSirco customers — can count on an ample supply of these quality materials that sell. Be sure of getting *what you want when you want it* . . . contact the SSirco warehouse nearest you. The friendly service and prompt delivery you'll get will mean increased sales and profits for you.

## THESE FAMOUS PRODUCTS MAKE UP SSIRCO STOCK

Reynolds Aluminum  
Building Products  
Follansbee Terne  
Carey Asphalt and  
Asbestos Products  
Cortain-Teed  
Asphalt Products  
EZ-Way Stairways  
Miami-Carey Cabinets  
Celotex Insulation  
Board Products  
Insulite Insulation  
Board Products  
Flintkote Products  
Nu-Wood Insulation  
Board Products  
Masonite Hardboards  
Upson Panels  
Asbestone Asbestos  
Products

Durall Screens  
Georgia-Pacific Plywood  
Lo-“K” Cotton  
Insulation  
Columbia-Matic Screens  
Shakertown Cedar Shingles  
General Flush Doors  
Atlas Flush Doors  
Milcor Steel Products  
Vari-Pitch Louvers  
Hamlin Ventilators  
Anaconda Copper  
SSirco Steel Roofing  
and Building Products  
Barclay Plastic-Coated  
Paneling  
Superior Metal Trim  
Leslie Louvers  
Alsynite Translucent Panels

FOR A NEW HIGH IN ALL 3-QUALITY, PROFITS, AND DELIVERY  
—WRITE OR CALL YOUR NEARBY SSIRCO WAREHOUSE

# IRON ROOFING CO.

16 BRANCH WAREHOUSES

Birmingham, Ala.

Nashville, Tenn.

Louisville, Ky.

Raleigh, N. C.

New Orleans, La.

Memphis, Tenn.

Columbia, S. C.

Richmond, Va.



Manufacturers & Distributors

# SAVE *On the Job* TIME and MONEY

## Use **SHAKERTOWN SIDEWALLS**

to complete more homes faster  
under the most severe conditions



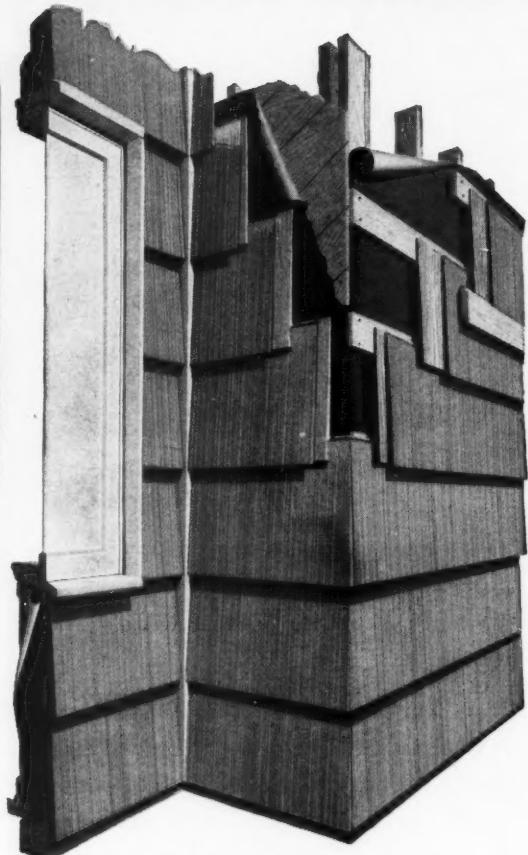
Double-coursed  
Shakertowns are easy  
to apply, provide wide  
range of distinctive  
styling.

**Weather** won't hold up construction—when you use Shakertown Sidewalls. These No. 1 cedar shingles are truly factory finished, require no further staining or painting on the job.

**Weather** often means delay on project homes—and costs mount quickly. Shakertowns are available in quantity. No skilled labor needed—a strip of shiplap for nailing guide is the only "extra" in the way of equipment.

**Weather** demonstrates Shakertowns' inherent advantages. Cedar shingle exteriors have millions of tiny air cells—nature's perfect insulation—to provide homes that are warmer in winter, cooler in summer. Cost less for maintenance and upkeep, too.

Get the **SHAKERTOWN** Facts! If you have an important job coming up, why not find out how Shakertown Sidewalls can save you time and money—increase your profits, too! Write, wire or phone the address below—today.



### JOB-PROVED!

#### Make full use of these Shakertown Advantages

1. No staining or finishing on the job. Shakertowns come ready to apply.
2. Quick, easy application at low labor cost.
3. No scarce or critical materials required.
4. Wide range of colors and styling gives distinctive appearance.

... *Build with Shakertowns!*

THE PERMA PRODUCTS COMPANY  
7001 Morgan Avenue Cleveland 27, Ohio



## SOUTHERN STATES

OVERNIGHT SERVICE FROM

Savannah, Ga.

Albany, Ga.

Orlando, Fla.

Miami, Fla.

Atlanta, Ga.

Augusta, Ga.

Tampa, Fla.

Jacksonville, Fla.

# Suits them all!

3 DISTINCTIVE PATTERNS • 11 BEAUTIFUL COLORS



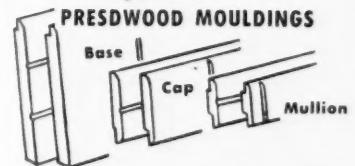
Dealers like Barclay Paneling because of its bigger, better sales . . . higher, faster profits. Applicators prefer Barclay's easy workability . . . quick, simple installation. Homeowners want Barclay Paneling with its 11 rich, decorator colors, easy-to-clean plastic surface and low cost.

Available in three surface designs . . . Tile Pattern, Solid-tone and Stream-Lined . . . Barclay's exclusive Tri-Dem Scoring gives three dimensional, real tile-like appearance. Stock and Sell Barclay for better business!

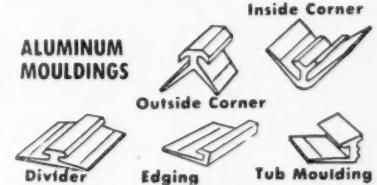
40% EXTRA PROFIT ON EVERY SALE! Barclay Accessories give you 40% *more profit* with every tileboard sale. Increase your business with Barclay Paneling and Accessories . . . write today for details!



Mastic Cement



PRESWOOD MOULDINGS



ALUMINUM MOULDINGS

## IRON ROOFING CO.

16 BRANCH WAREHOUSES

Birmingham, Ala.

Nashville, Tenn.

Louisville, Ky.

Raleigh, N. C.

New Orleans, La.

Memphis, Tenn.

Columbia, S. C.

Richmond, Va.

Manufacturers & Distributors



# Washable THE MAGIC WORD THAT SELLS!



## UPSON Ceiling TILES

Washable with ordinary soap and water because they are waterproofed . . . stay new looking because they are pre-finished in a beautiful ivory color. Equally important, 7-ply, laminated Upson Ceiling Tiles (12" sq.) are exceptionally strong and rigid . . . easily applied with matching color pins. The completed ceiling has high insulation value, high light reflecting qualities . . . and the trim, modern look of square corners and shad-o-beveled edges.

THE UPSON COMPANY 973 Upson Point, Lockport, New York  
Please send me booklet and information on Upson Ceiling Tiles.

Name. \_\_\_\_\_  
Name of Firm. \_\_\_\_\_  
Street Address. \_\_\_\_\_  
City. \_\_\_\_\_ State. \_\_\_\_\_

Send coupon  
for detailed  
information

### William and Mary College Specifies Upson Panels

William and Mary College, founded in Williamsburg, Va. in 1639, famous as the birthplace of Phi Beta Kappa and the Alma Mater of three presidents of the United States, marked the first step in a contemplated remodeling project with the completion of the remodeling of the interior of Tyler Hall, a dormitory built in 1916.

C. M. Major, college architect, specified Upson Kuver-Krak Panels for the ceilings after a thorough investigation of all products in the field. The fact that Upson Kuver-Krak Panels are applied directly over cracked plaster without visible face nailing was an important factor in his decision.

In all, 16,000 square feet of Upson Kuver-Krak Panels were used in Tyler Hall, plus mouldings, decorative blocks and Upson Floating Fasteners.

### Complete Home Shipped Overseas



The manager of an Israel paper mill at Hadera has a brand new home. The seven room, two bath house was made in the United States by the Knox Corporation of Thomson, Georgia—crated in sections and shipped overseas. The Israel Company made only one change in standard prefabrication. Upson Strong-Bilt Panels were specified for all interior walls and ceilings when the company found that these sturdy, 7-ply thick panels are pre-finished and waterproofed through every fibre. The completed home was transported from Georgia to Brooklyn aboard a special trailer and from there it was shipped to Israel aboard the freighter "Yaffa."

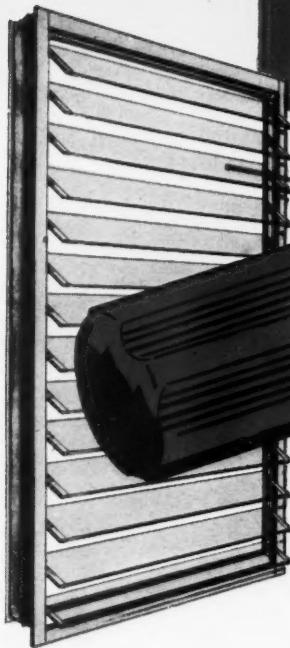
### Lumber Dealers Go to School

Many large universities are now offering a special 30 day training course for retail lumber dealers. Representatives of the major building industries are invited to discuss their particular products. The Upson Company of Lockport, New York was selected to discuss the laminated fibre industry.

### Quarterly Staff Meetings Help Dealer Boost Sales



A quarterly meeting of the sales staff of the Dykes Lumber Company, New York City, to help them keep abreast of the latest developments in the industry has paid off in increased sales. Recently, Roy Walton of The Upson Company described the many features of the new Upson Ceiling Tile.



this screwdriver...

and



eight screws...



A simple sawing operation in minutes makes special custom windows on the job eliminating unnecessary delay.

One hundred KD windows, size 24 (37" x 50") can be stored in less than fifty cu. feet of shelf space.

symbolize Pro-Tect-U jalousies' simplicity of assembly...just one of the outstanding features that make Pro-Tect-U the leader in its field. This simplicity can reduce your salesmen's equipment from a slide rule to an order book...resulting in more sales to more satisfied customers.



**PRO-TECT-U** The only Jalousie Window with equally distributed closing force throughout the entire height of the unit.

**PRO-TECT-U** The only Jalousie Window with hardware adjustment every fourth louver...and weatherproof vane ends by the use of interlocking metal parts. Inside screens are interchangeable with winter storm sash.

**PRO-TECT-U JALOUSIE CORPORATION**  
Dept. SB-3 Coral Gables, Fla.  
Please send me complete details on a Pro-Tect-U dealership.

Name .....

Address .....

City ..... State .....

## REPORT ON

We are happy—and regretful. Happy because the acceptance and demand for this decorative fir plywood has been so spontaneous. Regretful because we can't seem to catch up with orders. It may seem odd that in a market of plywood plenty, there is, by comparison, so little *Sea Swirl* available. Yet this is understandable when you realize that only the most select panels qualify for this three dimensional product that captures the romance of soft ocean beaches and of tideprints in the sand. We suggest that you write for a color booklet illustrating the many uses of this wonder wood. While you are studying it, and planning on the use of *Sea Swirl* for modernization and new construction, we will be increasing production facilities on this popular plywood.



## ASSOCIATED PLYWOOD MILLS, INC.

General Offices: Eugene, Oregon  
Plywood plants at Eugene and Willamina, Oregon  
Lumber mill at Roseburg, Oregon

APMI

### BRANCH SALES WAREHOUSES:

4268 Utah St., St. Louis,  
Mo.; 4814 Bengal St.,  
Dallas, Texas; 4003 Coyle  
St., Houston, Texas;  
1026 Job St., Charlotte,  
N. C.; 111 Welborn St.,  
Greenville, S. C.; 925  
Toland St., San Francisco;  
Calif.; Eugene, Oregon;  
Willamina, Oregon.

### SALES OFFICES:

31 State Street, Boston, Mass.;  
595 E. Colorado St.,  
Pasadena, Calif.



# HELPFUL Booklets FREE

**3. Color Schemes for White Houses.** Pocket-size book illustrates new color schemes for outside trim. Shows how revolutionary new White ONE-KOATT House Paint saves home owners hundreds of dollars. Valuable for promoting sales of exterior paints. The Peaslee-Gaulbert Paint and Varnish Company, Louisville, Ky.

**13. Sash Balance.** New Pullman Pigmy sash balance, the "world's smallest and lightest weight true counter balance," is described in a new catalog sheet. Installation of balance, which fits into sash itself, is explained. The Pullman Manufacturing Corporation, 325 Hollenbeck Street, Rochester 5, N. Y.

**15. Plastic Tileboard.** New folder shows patterns of Afco plastic tileboard and contains samples of the 10 shades in which it is made. Another booklet pictures various metal trims and moldings used with this tileboard. A full-color consumer folder is also available. The A and F Tileboard Company, Box 4085, Alexandria, La.

**19. Metal Moldings.** A 20-page illustrated catalog shows the many types of Premier aluminum and stainless steel moldings and trims. It gives their uses, application, and dimensions. A price list is included. Metal Trims, Inc., P. O. Box 1072, Youngstown, Ohio.

**21. Hunter Zephyr Fans.** A new eight-page illustrated catalog on fans for homes and industry. It includes function and installation data about unit containing fan, motor, shutter, and switch. Hunter Fan and Venti-

lating Company, 400 S. Front St., Memphis, Tenn.

**23. Heatilator Fireplaces.** Booklet tells how Heatilator unit efficiently circulates heat and adds profits on fireplace sales. Heatilator, Inc., Syracuse 5, N. Y.

**29. Awning Windows.** Illustrated Catalog No. 89 gives sizes and types, specifications for the complete unit and hardware specifications, and construction data on Gate City Awning Windows. Prices, discounts and complete architectural file are available. Write The Gate City Sash and Door Co., P. O. Box 901, Fort Lauderdale, Florida.

**31. Asbestos-Cement Products.** Colorful new booklet contains many photographs of residential and commercial installations of Asbestone asbestos-cement building products. It also contains information on the company, its engineering and estimating service, and its testing of materials. The Asbestone Corporation, 5300 Tchoupitoulas Street, New Orleans, La.

**33. Laminated Wall Panels.** Two full-color booklets show photographs of rooms with ceiling and walls covered with Upson laminated panels. "New Interiors for Old" suggests remodeling ideas, tells how Upson panels are put over old walls. "Upson Laminated Panels—For Crackproof Dry-Bilt Construction" gives information desired by builders and architects. The Upson Company, Lockport, N. Y.

**37. Folding Stairways.** New folder describes uses, installation, and sizes of Wel-Bilt Fold-A-Way attic stair-

way. Operations are well illustrated. Wel-Bilt Products Company, Box 95, Memphis, Tenn.

**47. Flexboard.** A new handbook contains complete information about cutting and working asbestos Flexboard for all indoor and outdoor applications. Johns-Manville Corporation, Box 290, New York 16, N. Y.

**55. Fiber Wallboards.** Folders are offered with information on colors, appearance, and uses of Duo-Tone and Pebbled Perfect-O-Cell fiber wallboards. The Plasteron Wall Board Company, Philadelphia Avenue, Buffalo 7, N. Y.

**57. Window and Attic Fans.** Two bulletins have been published by Reed Unit-Fans, Inc., 1001 St. Charles Ave., New Orleans, La. A new line of 20", 24" and 30" 2-speed window fans along with the established line of reversible window and attic fans are described in these bulletins.

**61. Aluminum Awning Windows.** Catalog shows standard types and sizes of Miami aluminum awning windows. Installation data and details of air infiltration tests are included. The Miami Window Corporation, 5200 N. W. 37th Ave., Miami 42, Fla.

**63. Home Insulation.** A new 16-page catalog tells the story of Insulite insulating wool batts, blankets, and pouring wool, made of Fiberglas. Application instructions and specifications are included. Insulite, 500 Baker Arcade Building, Minneapolis 2, Minn.

(Continued on pages 14 and 15)

**SOUTHERN BUILDING SUPPLIES**  
806 Peachtree St., N. E.  
Atlanta 5, Ga.

Gentlemen:  
Please send me the bulletins and catalogs indicated.  
(Print Plainly)

Name \_\_\_\_\_ Title \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City & State \_\_\_\_\_

March, 1953

Circle numbers below. Bulletins and catalogs will be mailed promptly.

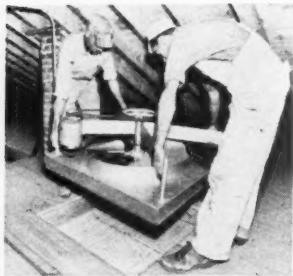
3	13	15	19	21
23	29	31	33	37
47	55	57	61	63
65	85	87	91	93
95	97	107	117	139
141	143	145	155	157
161	163	165	169	177
179	183	185	187	189
191				

# Sweet Dreams for your customers



## and extra profits for YOU

■ When you sell Hunter Attic Fans you make customers cool and happy. They'll tell you this



**Simple Installation** — This photo shows how simple it is to install the Hunter Package Attic Fan (automatic shutter model). Fan unit is placed over ceiling opening. Shutter unit fastens to frame around ceiling opening.

is a comfort feature they "couldn't do without."

You make extra profits because the Hunter Attic Fan is easy to sell, easy to install, and priced for homes in all price ranges. Every home builder, every home owner is a prospect. One attic fan installation sells several others.

This modern ventilating fan is a compact unit, complete with motor, suction box and ceiling shutter. It fits low attics and narrow hallways. Cools the entire house—not just one or two rooms.

National advertising, demonstration displays, literature, and newspaper mats help you make sales. Write us for complete information.

**HUNTER FAN AND VENTILATING CO.**  
394 S. Front St., Memphis 2, Tenn.



# Hunter ATTIC FANS

**65. Rock Wool Insulation.** Folder lists types and sizes of rockwool insulation products with application instructions. "K" factors and "U" values are given with diagrams of typical construction, with and without insulation. The National Gypsum Co., 325 Delaware Ave., Buffalo 2, N. Y.

**85. Farm Book.** New 16-page book showing uses of Celotex products in service buildings and the home. Fully illustrated. Includes detail drawings of application. For selective distribution to farm building or remodeling prospects. The Celotex Corp., 120 S. LaSalle St., Chicago 3, Ill.

**87. Outdoor Fireplaces.** A wide variety of outdoor fireplaces and grilles with descriptions and directions for building them are contained in the attractive booklet, "Donley Outdoor Fireplaces." It gives selling points of Donley fireplace forms. Copy free if requested on company letterhead. The Donley Brothers Company, 13900 Miles Avenue, Cleveland, Ohio.

**91. Rustproof Screening.** Dealer helps for Lumite saran screen cloth include newspaper ad mat service, window decals, consumer folders, streamers, and a price calculator that shows dealer's selling price on all sizes of Lumite screening. The Lumite Division, Chicopee Manufacturing Corporation, 40 Worth Street, New York 13, N. Y.

**93. Disappearing Stairways.** A detailed drawing that shows the workings of the Myer-Lee disappearing stairway, as well as specifications, is contained in a new pamphlet. A description of this FHA-approved unit is given on the back. The Foldaway Stairway Company, Inc., 813 Seaboard Street, Portsmouth, Va.

**95. Paint Thinner.** Tandrotine — a pleasant-smelling, non-toxic paint thinner — is described in a new two-color folder. It is said to be excellent for cleaning brushes, removing paint and grease, dissolving wax, and other household uses. Turpentine and Rosin Factors, Inc., Savannah, Ga.

**97. Wood Window Promotion.** Literature describes newspaper mats, direct mail pieces, movie trailers, radio spot announcements, billboards, and television advertising of wood windows. All are offered dealers at nominal cost. Wood Window Information Service, 38 S. Dearborn Street, Chicago 3, Ill.

**107. Red Cedar Shingles.** A 100-page handbook describes proper methods of applying Certigrade shingles on roofs and exterior walls. This illustrated "shingle encyclopedia" is designed for dealers, architects, and builders. The Red Cedar Shingle Bureau, 5510 White Building, Seattle 1, Wash.

**117. Southern Pine Lumber and Oak Flooring.** Write for complete information on prices, quantity and quality. Also, yellow poplar, red cedar closet lining and K.D. Pine Flooring. W. J. Word Lumber Co., Scottsboro, Alabama.

**139. Superlite Prefinished Wallpanels** are now individually sampled in a pocket-size color-range folder. The sample container is 4" square, and holds an actual 4"x4" sample of Super-lite Wallpanel. In addition, the folder carries color chips, of the twelve available colors. Sheet sizes and other pertinent information are shown on the back. Superior Wall Products Co., 4401 N. American Street, Philadelphia 40, Pa.

**141. Steel Casement Windows.** Folder 102s with illustrations, details, diagrams and sizes describes Hope's Residence (Holford) Casements and Picture Windows, Hope's Basement and Utility Windows and Hope's type "H" Standard Doors. Hope's Windows, Inc., Jamestown, N. Y.

**143. "How-ell-dor" Garage Doors.** Attractive new 10-page catalog illustrates and describes styles and sizes of "How-ell-dor" sectional Upsweep residential and commercial garage doors. Technical data are also supplied for Howell's garage door accessories. The Howell Mfg. Co., Cottman St. and Hasbrook Ave., Philadelphia, Pa.

**145. Gas and Electric Water Heaters.** Two bulletins, in color, devoted to Jackson automatic gas and electric water heaters, have been announced by W. L. Jackson Mfg. Co., Inc., P. O. Box 26, Chattanooga 1, Tenn. Table-top and round electric heaters, as well as floor furnaces, are described in one; Jackson's 20- and 30-gallon gas

heaters in the other. Warranties on both gas and electric models are explained.

**155. Aluminum Nails, Fencing, Roll Valley, Clothesline Wire.** Four two-color data sheets picture and describe Nichols aluminum products. The 12 nail types come in many sizes. The Nichols Wire and Aluminum Company, Davenport, Iowa.

**157. Storage Walls, Cabinets.** Folder pictures latest additions to Bilt-Well cabinet line. Cabinets can fit together to form storage wall for various rooms; built-in vanities for bedrooms and baths; complete kitchen storage areas. The Carr, Adams and Collier Company, Dubuque, Iowa.

**161. Ready-Trimmed Window Units.** Outside-inside trimmed Fenestra residence steel casement units are covered in 4-page folder, RE-23. Includes table of casement types and sizes, installation details and information on hardware, inside screens and inside storm sash. Detroit Steel Products Co., 3227 Griffin, Detroit 11, Mich.

**163. House sewer pipe.** 2-color folder explains the relative merits of various materials available for constructing house sewers. Gives typical case histories, with photos, including clay pipe house sewers that have endured many decades. BULLETIN 250, W. S. Dickey Clay Mfg. Co., 922 Walnut St., Kansas City 6, Mo.

**165. Window Sash Balance.** Catalog pages describe spiral balance in detail and list correct balance for various size and weight windows. Caldwell Manufacturing Co.; Dept. CLP, world's only manufacturer of both tape and spiral balances, 63 Commercial St., Rochester 14, N. Y.

**169. Jalousie Window Units.** Pro-Tect-U jalousie window units are pictured and explained in a new catalog sheet. It tells how assembly is possible at building site with only screwdriver, how glazing is a matter of slipping panes in place and bending down tabs. The Pro-Tect-U Jalousie Corp., Coral Gables, Fla.

**177. Resolite translucent structural panels.** In a 12-page multicolor catalog, Resolite panels of Fiberglas-reinforced resin plastic are completely described, including technical data on structural strength and light transmission for the eight standard colors. A table gives standard sizes, corrugations, and weights. Methods of application for structural and decorative uses are shown. Resolite Corporation, Zelienople, Pennsylvania.

**179. Hide-A-Stair** (Collapsible Metal Attic Stairway). Easily installed, weighs no more than wood. Write for detailed brochure, prices and discounts. Hawkins Iron Company, Inc., P. O. Box 670, Birmingham, Alabama.

**183. Hollow-Core Doors.** New architect's file folder shows detailed construction, available sizes and other interesting specification data for General Gibraltar and Kentucky Colonel hollow-core flush doors. General Plywood Corporation, Louisville 12, Kentucky.

**185. One-Piece Weatherstrip.** Triple Seal One-Piece weatherstripping and sash balances has recently been put on the market because of tremendous demand for high quality, economical weatherstrip covering full window jamb. Manufactured from special alloy spring aluminum assures same weathertight seal that has made Triple Seal famous. The Weatherproof Products Corp., Box 8498, Waldo Station, Kansas City 5, Missouri.

**187. Flush Doors, Awning Windows.** A new folder contains a cut-away sketch that shows the inside construction of Davis flush doors, plus specifications. Super-Vent wood awning-type windows are described in a two-color brochure. Sketches show how air circulation is improved and how easily these windows are cleaned. Fixed and operating units are combined for variety. The Davis Manufacturing Company, Inc., 1075 South Clark Street, New Orleans, La.

**189. Paint Products.** Complete line finest quality trade sale paint products and excellent selection Master Painter products designed to satisfy exacting needs of master craftsmen. Representative stock of quality brushes and paint rollers. Sold Only Through Dealers — No Company Owned Stores. Mound City Paint & Color Co., 202 S. 9th St., St. Louis, Mo.

**191. Prefinished Wallpanels.** "The Interior of Your Home Will Sparkle with Amerwood" is a new full-color folder showing attractive interior uses of Amerwood pre-finished paneling. It lists widths, lengths, colors, and describes finishing process. Southwood Corp., P. O. Box 391, Fort Worth, Tex.

**You asked for it!**

**MIRACLE BRITE MAGIC ADHESIVE**

REPLACEMENT OR A REFUND OF MONEY  
IF NOT AS ADVERTISED THEREIN

The NEW WHITE

Miracle "Brite Magic" Adhesive

Guaranteed by Good Housekeeping

FREE IF YOU ORDER NOW!

1 doz. large (5 oz.) tubes @ \$4.50	Total Cost	\$ 9.44
2 doz. small (1½ oz.) tubes @ \$4.76	Total retail	\$18.72
VOLUME DISCOUNT		\$ 6.20

Miracle "Brite Magic" Merchandiser — colorful metal cabinet. Yours without extra charge with this assortment of Miracle "Brite Magic" Adhesive.

**MIRACLE ADHESIVES CORP.**  
214 E. 53rd STREET, NEW YORK 22, N. Y.



now it's

Gold Bond®

ASBESTONE

Now famous Asbestone asbestos-cement products . . . shingles, roofing, corrugated sheets and wallboard . . . join the Gold Bond family of high-quality building materials. The Asbestone Corporation plants in New Orleans and St. Louis increase the number of Gold Bond plants to 35.

**Here's what it means to you:**

1. Now you can supply Gold Bond products for the *outside* as well as the *inside* of a house.

**2. Simplified buying.** Now, with the addition of Asbestone, there are over 200 high-quality building materials you can order from *one* source, National Gypsum Company.

**3. More Sales.** Continuous advertising in Saturday Evening Post and other publications has "pre-conditioned" your customers and prospects. They'll want to buy other Gold Bond products.

*See your Gold Bond representative for full details!*

**NATIONAL GYPSUM COMPANY • Buffalo 2, New York**

Fireproof Wallboards • Decorative Insulation Boards • Lath • Plaster • Lime • Sheathing • Roofing  
Sidings • Wall Paint • Textures • Rock Wool Insulation • Metal Lath • Sound Control Products

# Are you cashing in on the spring fence-building season by selling **PRESSURE-CREOSOTED** wood posts?

**YOUR NEIGHBORS WILL TELL YOU:**

**"I save on replacements  
with pressure-creosoted  
fence posts."**

J. O. Dowdy, whose farm is located on Route 4, Sandford, North Carolina, says:

"We've found that pressure-creosoted fence posts last at least three times as long as any other wood posts we've tried. And they're not only long-wearing, but their use has also cut down on labor and maintenance bills. From now on, any fences we put up will be on pressure-creosoted posts."



**You save money three ways when you install pressure-creosoted fence posts**

**1. YOU SAVE ON REPLACEMENTS**—Farmers who have used them know pressure-creosoted fence posts last up to seven times as long as untreated posts.

**2. YOU SAVE ON LABOR**—Pressure-creosoted posts are round and uniform in size . . . easier to set and easier to staple. And every post replacement you avoid means additional time saved.

**3. YOU SAVE ON FENCE**—Down fence deteriorates quickly and is expensive to repair or replace. Pressure-creosoted fence posts help eliminate this expense.

**What is pressure-creosoting?—**

Modern wood-treating plants, using precise engineering methods, force a measured amount of Creosote Oil into wood posts. This process protects them from termites, fungi, and dry rot . . . gives them far longer life. Many of these plants use U.S.S. Creosote Oil, a quality product of United States Steel.

**UNITED STATES STEEL**  
325 William Penn Place



**UNITED ST**

lumber dealer

**MAIL THIS CARD TODAY—NO STAMP NEEDED!**

United States Steel Corporation,  
Room 2810-X, 525 William Penn Place,  
Pittsburgh 30, Pennsylvania

I'm interested in handling pressure-creosoted fence posts. Please send me more information and put me in touch with pressure-treaters who produce this product. And include a copy of your new guide, "Fences That Pay."

Name

Address

City

State

THIS month—when many farmers are taking care of their fence-building chores—is a good time to put extra effort into your promotion of pressure-creosoted wood fence posts. And, if you haven't been handling them, there's no better time to begin than right now.

Extensive advertising in major state and regional farm magazines during the fall and winter has made your farmer customers well aware of the savings that pressure-creosoted posts make possible. This month—just at the time they are most likely to buy—farmers will be seeing more of this advertising, based again on the experience of users in their own area.

If you are now selling pressure-creosoted wood fence posts, step up your own promotion this month. And, if you haven't been getting your share of this business, don't wait another day. Mail the card below. We'll send complete information and a copy of our new guide, "Fences That Pay," now being offered to farmers to assist them with their fencing.

United States Steel is a major producer of Creosote Oil used by many producers of pressure-creosoted fence posts. When your supplier tells you he uses U.S.S. Creosote Oil, you can be sure a quality preservative has been used.

**Don't pass up this opportunity  
to build volume and profits in  
PRESSURE-CREOSOTED  
FENCE POSTS**

*Return this card  
today!*

**BUSINESS REPLY CARD**

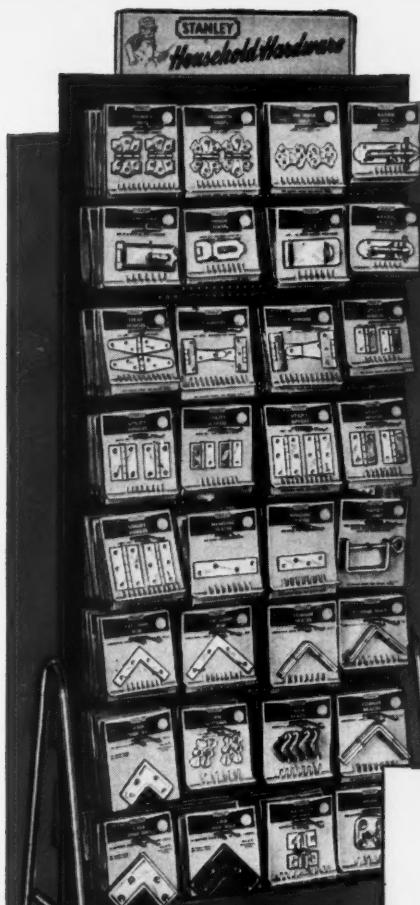
No Postage Stamp Necessary If Mailed in the United States

**— POSTAGE WILL BE PAID BY —**

**UNITED STATES STEEL**  
**Room 2810-X, 525 William Penn Place**  
**Pittsburgh 30, Pennsylvania**

**FIRST CLASS**  
Permit No. 3117  
(SEC. 34.9 P.L.&R.)  
Pittsburgh, Pa.

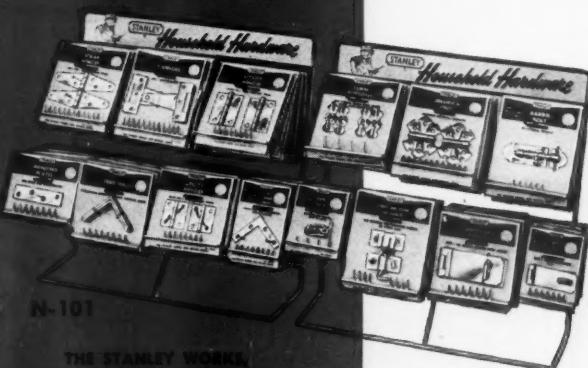




N-102.

A HARDWARE DEPT.  
in 2½ sq. ft.  
57 Popular Stanley  
Household Hardware  
Items

Each card a complete  
sales unit. Information,  
screws—everything  
needed is on the card.  
Selling time — zero.



N-101

THE STANLEY WORKS,  
NEW BRITAIN, CONNECTICUT

**STANLEY**

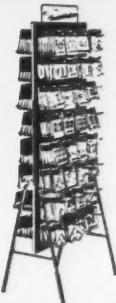
© 1953 The Stanley Works

## NEW Household Hardware MERCHANTISERS

- stimulate impulse buying
- promote related sales
- available now from your wholesaler

**Customers SEE . . . SELECT . . . BUY!**

Dealer pays for hardware only (½ doz. each  
of the 37 items). Display stand FREE with  
package No. N-102. ORDER NOW!



Cards are mounted on both  
sides of display rack



Display N-102 can also be  
used horizontally on store  
island or counter top

**STANLEY**

Reg. U.S. Pat. Off.

### SPACE SAVER DISPLAY RACKS

Designed for use anywhere—on store  
island, counter, post or wall. Pair holds  
14 of the most wanted Stanley House-  
hold Hardware items. Each wire rack  
merchandiser is 15" wide, 15" high, and  
6" deep. Put one in your store window,  
another in your paint or housewares  
department. Extend your points-of-sale.  
It's good business.

Pair of display racks FREE with package N-101 (contains one  
dozen each of the 14 fastest selling items.) ORDER NOW!

HARDWARE • TOOLS • ELECTRIC TOOLS • STEEL STRAPPING • STEEL

# MOULD CITY'S

# 600

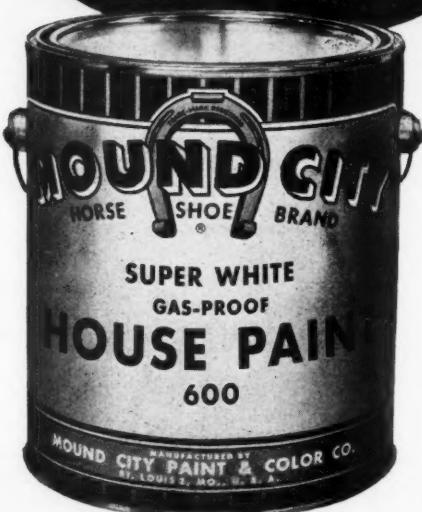
...will INCREASE your House  
Paint SALES and PROFITS!

a MUST in every dealer's stock . . . the "paint-wise" choice of purchasers demanding these qualities for which Super White is recognized:

- An exacting standard of value for finest performance in Brushability . . . Drying . . . Coverage . . . Protection . . . Durability . . . Economy
- An extra tough, hard, long-life film assured by 30% Zinc Oxide in its formulation
- Its 70% Titanium Pigment content guarantees a beautifully white film that stays white longer . . . self-cleaning properties not found in ordinary house paints
- Resists darkening action of industrial fumes and gases . . . perfect for dust storm areas

FURNISHED ALSO IN 9600 MILDEW RESISTANT WHITE FOR AREAS WHERE MILDEW IS PREVALENT TO ASSURE PROTECTION FROM DAMAGE CAUSED BY THIS FUNGUS

**Sold Only Through Dealers • No Company-Owned Stores!**



MOUND CITY PAINT & COLOR CO.  
202 S. 9th St. • St. Louis, Mo.

Please send

Sample Super White House Paint  
 Information Dealer Agency Plan

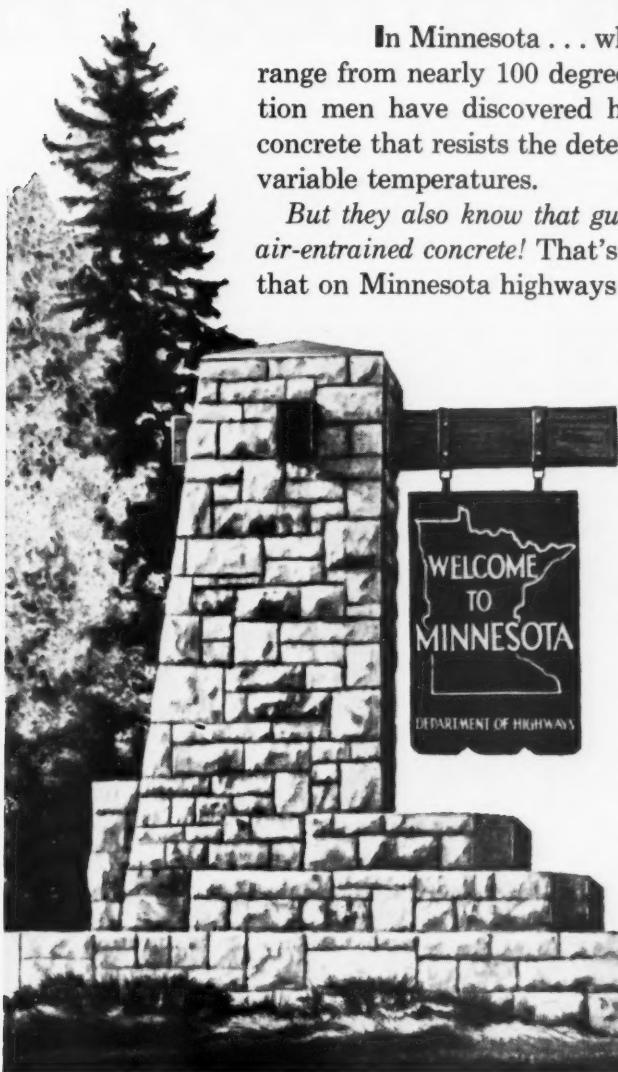
Name \_\_\_\_\_

Address \_\_\_\_\_

**MOULD CITY**  
PAINT AND COLOR COMPANY  
SAINT LOUIS • LITTLE ROCK • DALLAS

WRITE TODAY FOR PRICES AND SAMPLE

# No guesswork in Minnesota



In Minnesota . . . where normal annual temperatures often range from nearly 100 degrees to a rugged 20 below . . . construction men have discovered how *air entrainment* helps to produce concrete that resists the deteriorating effects of extreme and highly variable temperatures.

But they also know that guesswork doesn't go when you're mixing air-entrained concrete! That's why the State of Minnesota specifies that on Minnesota highways . . . as on so many other construction jobs . . . it's wiser to follow the "prescription" technique.

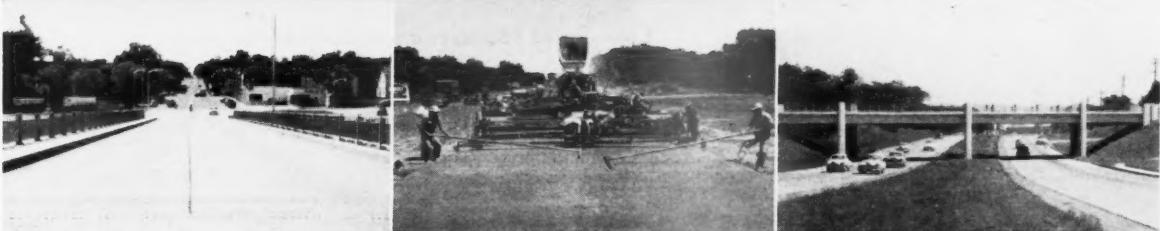
Now, Minnesota makes *sure*—by requiring: "... for air-entrained concrete, normal Portland cement will be required with the air entraining agent to be added at the mixer."

... it's *sure*, simple—and performance proves it's well worth while!

★ ★ ★

If you have any problems or questions on the use and mixing of air-entrained concrete, the Marquette Service Engineer will be glad to help and advise you—contact any Marquette office.

Photos courtesy Minnesota Department of Highways.



## Marquette Cement

MANUFACTURING COMPANY

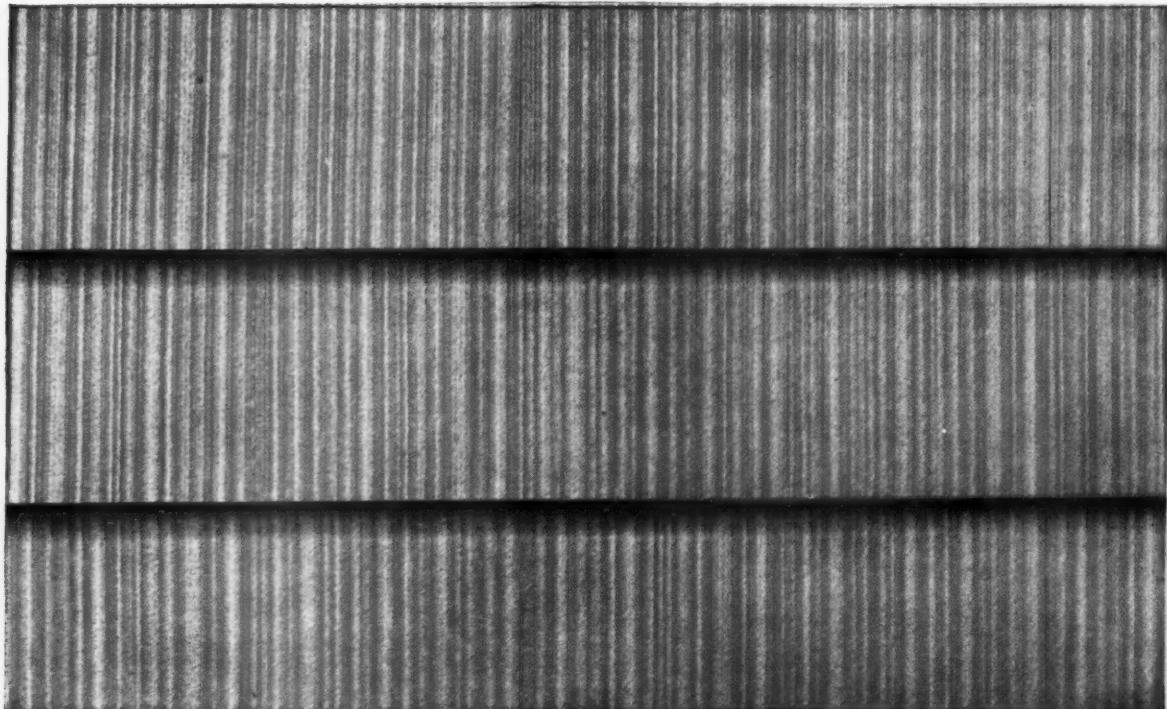
SALES OFFICES: Chicago • St. Louis • Memphis • Jackson, Miss. • PLANTS: Oglesby, Ill.  
Des Moines, Ia. • Cape Girardeau, Mo. • Nashville, Tenn. • Cowan, Tenn. • Brandon, Miss.

PORLTAND • HIGH EARLY STRENGTH • AIR ENTRAINING • MASONRY



**NOW** ... *Mustang brings you*

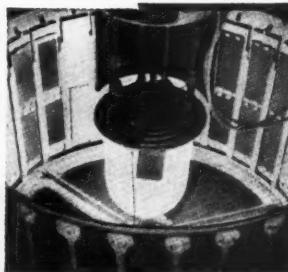
**COLOR • SEALED**



*Color-Sealed Mustangs are made in white  
and several  
attractive colors*

**"TORTURE TEST" IN WEATHER-O-METER**

—proves top quality and performance of  
Color-Sealed Mustangs, under blistering  
heat, freezing cold, soaking rains.



# ASBESTOS SIDING

*in colors that resist time and weather*

*The color is sealed in . . . rain, dirt, dust, stains  
sealed out by an exclusive Carey process!*

**The longer they're on, the better you look!**

Yes, when you recommend and sell Color-Sealed Mustang asbestos siding shingles, you will be complimented for its beauty and utility. And you *cut in* on more sales, more profits.

Color-Sealed Mustangs are made color-fast by a special Carey process that puts a tough, armor-like seal on the weather side. This seal repels water, locks out dirt, grime, stains—and locks in the rich beautiful colors, protects them from fading.

Of course, Mustangs are rot and vermin proof too. Never need preservative treatment—won't burn. And for that look of real luxury, they're textured with a vertical striated design of exceptional beauty.

If you want to outsell your competitors, sell the siding that outperforms them all—Color-Sealed Mustangs. And be sure to recommend the Carey Shadow-line channel system of application. Get the full story from your Carey representative—or mail the coupon to us today.



MUSTANG DIVISION • THE PHILIP CAREY MFG. COMPANY  
P. O. BOX 1082, HOUSTON, TEXAS

Please rush me samples and full details on new Color-Sealed Mustang asbestos siding shingles.

Send information also on  Asbestos Roofing Shingles  Carey Fire-Chex Shingles  Asphalt Paints  Cements  Coatings  Carey Shadow-line channel system

Name \_\_\_\_\_

Firm Name \_\_\_\_\_

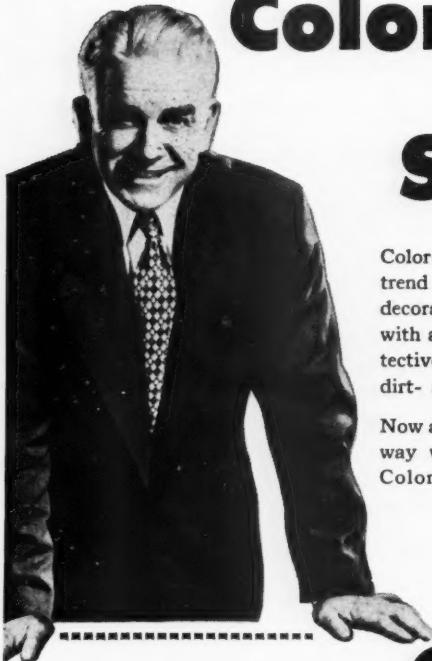
Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

*From the House of Carey—Fire-Chex Asbestos-Plastic Shingles—Paints, Coatings and Cements—Fire-Guard Rock Wool Insulation—Windmaster Shingles—Miami-Carey Bathroom Cabinets and Accessories—Kitchen and Attic Ventilating Fans—Other famous products for Home, Farm and Industry.*

Are you profiting from the  
fastest selling combination  
in the building  
materials business?

**RUBEROID**



## Color-Grained Siding AND ShadoWedge

Color-Grained Siding\* started the big trend to color, then topped its superior decorator-designed color and texture with a new sales feature . . . Duroc protective finish, for lasting color-freshness, dirt- and moisture-resistance.

Now a new boost to siding sales is under way with the combined promotion of Color-Grained Siding *plus* Shado-Wedge\*\* . . . the perfect siding combination. ShadoWedge adds a new dimension to

**ShadoWedge** is a tapered asphalt undercoursing strip with a thick butt. It offers extra insulation, tighter, more durable sidewalls . . . and the deep shadow-lines that result from double-coursing.

color and texture . . . deep shadowlines.

Here's a real luxury siding with tremendous consumer sales appeal that offers builders a *plus feature* and a way to trim their building costs. Have you started cashing in on it yet? It's nationally advertised and bound to be a big profit-producer for you if you make full use of the display and sales aids shown below. See your Ruberoid representative or send coupon today.

\*Patent Nos. 2307733, 2307734, others pending

\*\*Patent No. 2394379, others pending

The RUBEROID Co.  
500 Fifth Ave., N. Y. 36, N. Y.

Gentlemen:

- Please send me sample of Ruberoid Color-Grained Siding and ShadoWedge
- I would like to see display and sales materials.

YOUR NAME.....

COMPANY.....

ADDRESS.....

CITY..... ZONE.....

STATE.....

The RUBEROID Co.





Ed Nofziger  
ED NOFZIGER

## "EVERYTHING HINGES ON HAGER!"\*

**FREE!** If you enjoyed laughing at Ed Nofziger's mirth-making cartoon this month, send for Hager's new book containing 28 full-size popular "Everything Hinges on Hager" cartoons! It's FREE! Just address

C. Hager & Sons Hinge Mfg. Co. • 139 Victor Street • St. Louis 4, Mo.  
Founded 1849 — Every Hager Hinge Swings on 100 Years of Experience



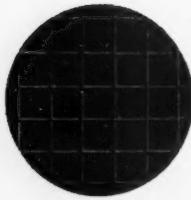
\*\*

• *Beauty*  
 • *Quality*  
 • *Dependability*

## PRE-FINISHED WALL PANELS



### THREE SMART PATTERNS



AFCO  
Til-lite  
(Tile)

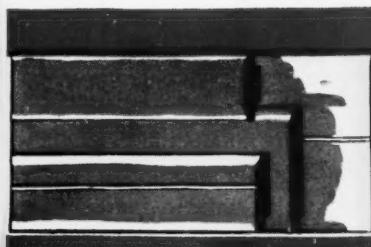


AFCO  
Glo-line  
(Streamline)



AFCO  
Hi-lite  
(Plain Panels)

### METAL MOULDINGS



#### HARDBOARD MOULDING

$\frac{1}{4}$ " tempered material in the same full color range. Cap strip: 6 ft. lengths, un-scored or with contrasting beaded score lines. Widths  $1\frac{1}{4}$ " or  $1\frac{3}{8}$ ". Base Strip: 6 ft. lengths, un-scored or with contrasting beaded score lines. Widths  $3\frac{1}{8}$ " or  $5\frac{1}{8}$ ". Divider Strip: 4 ft. lengths, un-scored, Width  $1\frac{1}{4}$ ".

Aluminum: Highly polished extruded aluminum and stainless steel for every use in building and repair. Catalogue on request.

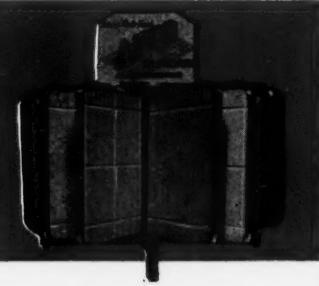


### WATERPROOF CEMENT

For tileboard and other similar wall materials. Easy to apply. Holds fast and firm for lifetime of material. COVERAGE: 60 to 80 sq. ft. per gallon. SIZES: Quart, gallon and 5-gallon cans. QUALITIES: Absolutely waterproof. Tested for adhesion under conditions of heat, cold, moisture.

### COMPLETE DEALER AIDS

Complete dealer aids include colorful literature, ad. mats, color chips, moulding catalogue, and our famous SILENT SALES MAN.



# A & F TILEBOARD CO., INC.

*Alexandria, Louisiana*

# Now — Chromedge Sink-Lok® in both extruded aluminum and stainless steel

U. S. Pat. No. 2440741



For all flat-rim sinks and lavatories

## CHROMEDGE Sink-Lok features two popular finishes in either metal

- Clamps edges of covering down to stay!
- Seals sink-to-cabinet joint watertight!
- Supports sink flush with top of cabinet!
- Requires no special tools—easy to install!
- No bolts or screws through counter top!

All the time - saving, cost - cutting features of the popular Chromedge Sink-Lok Frames are now available in either stainless steel or extruded aluminum. Choice of Bright or Satin finishes in stainless steel; Polished finish or rubproof Chromelite Finish in aluminum. All sizes, with corners of  $1\frac{1}{2}$ ", 2" or  $2\frac{1}{2}$ " radius (3" and 4" corner radii available in aluminum frames at slight extra cost). Aluminum frames available slotted for square-cornered sinks. Also for vitreous china sinks, in aluminum only (see No. C-726 below). See your nearest Chromedge distributor for full details or write to factory.



A-725  
(Aluminum)  
For  $\frac{5}{8}$ " to  $\frac{3}{4}$ " counters including covering



A-725SS  
(Stainless Steel)



B-725  
(Aluminum)  
For  $\frac{7}{8}$ " to  $1\frac{1}{8}$ " counters including covering



B-725SS  
(Stainless Steel)

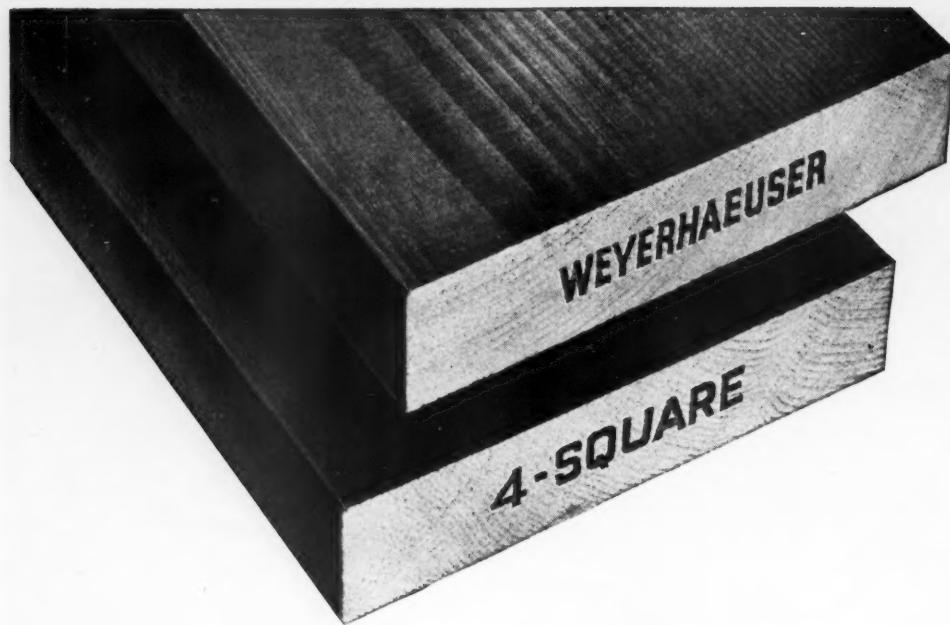


VITREOUS  
CHINA  
SINK

C-726  
(Aluminum)  
For Vitreous  
china sinks

The  
**B & T Metals Co.**  
Columbus 16, Ohio

B & T offers more than 750 Chromedge Metal Trim shapes and sizes—extruded aluminum and stainless steel—for every need.



This brand name on lumber also brings you...





204 DESIGNS . . . including modern Farm Homes, Farm Service Buildings and Equipment items with complete blueprints and material lists. The 4-Square Farm Building Service offers a type and size of building for practically every farm need.

# *A New 1953* Farm Selling Program

GEARED TO THE TESTED AND PROVED  
WEYERHAEUSER 4-SQUARE FARM BUILDING SERVICE

Important news is coming to dealers employing the 4-Square Farm Building Service. Weyerhaeuser district representatives will soon show the new 1953 Farm Selling Program, developed to further strengthen dealers' positions as the best sources of design information for modern, efficient farm buildings.

This new program is packed with promotion value. It has exciting, stimulating features that will direct more farmers to dealers' yards and help increase their building material sales.

Many new designs are being added to the tested and proved 4-Square Farm Building Service . . . to make a total of 204 plans . . . new poultry buildings, crop storage, milk houses, road-side stands, and additional modern homes, specially designed for farm families.

To tell the farmers about the expanded 4-Square Farm Building Service, full page

advertisements will appear in state farm papers. This advertising will offer farmers free blueprints, free catalog and feature the names of dealers who have the 4-Square Farm Building Service.

Free blueprints and catalog will also be offered farmers in timely tabloid-size broadsides . . . and in colorful display posters. Weyerhaeuser representatives will explain all details, including imprinting and mailing of tabloids, newspaper ad mats, catalogs and counter literature.

Weyerhaeuser is constantly improving the 4-Square Farm Building Service, making it an increasingly effective dealer tool for serving and selling farmers. By continuing to promote the erection of more efficient farm buildings and identifying the dealers who help to provide them, Weyerhaeuser assists 4-Square Lumber Dealers in making more profitable sales.

# Weyerhaeuser Sales Company

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You'll sell a lot of Getty operators that way—often in pairs—and that over-\$15-per-dozen markup is interesting. Try it for a week.

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# Southern Building Supplies

SERVING THE LUMBER AND BUILDING MATERIAL DEALERS IN 18 SOUTHERN AND SOUTHWESTERN STATES

March, 1953  
Vol. 8 No. 3

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*Address Mail to Editorial and Business Offices*  
**806 Peachtree St. N.E., Atlanta 5, Ga.**

DONALD L. MOORE, *Editor*

HELEN MATTHEWS, *Assistant Editor*

T. W. McALLISTER, *Editorial Director*

BARON CREAGER, *Southwestern Editor*,  
National City Building, Dallas 1, Tex. RAndolph 7673

FRANK P. BELL  
Business Manager

RUFUS G. PRICE  
Asst. Business Mgr.

J. A. MOODY  
Production Manager

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## Business Representatives

CHICAGO: Robert A. Blum, 833 North Michigan Avenue, Tel. Central 6-4181.

CLEVELAND: W. G. Sheehan, 2516 Gasser Blvd., Rocky River Station, Cleveland 16, Ohio, Tel. Edison 1-0856.

GASTONIA, N. C.: W. C. Rutland, P. O. Box 102, Tel. 7995.

LOS ANGELES: L. B. Chappell, 6309 Wilshire Boulevard, Los Angeles 48, Calif., Tel. Webster 8-9241.

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## ABOON TO SOUTHERN BUILDERS

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**SCREENS**



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*Call, write or wire today  
for information on how you  
can add this profitable seller  
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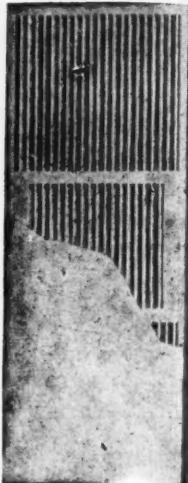
NEEDS

"a Perfect" DOOR

DAVIS MANUFACTURES THE  
PERFECT DOOR FOR  
ANY HOME ...

QUALITY APPROVED...  
...PLUS ECONOMY

Davis Flush Doors, the Door most home builders wish for and can afford to buy. Note these facts: Stiles— $1\frac{3}{8}$ " doors ( $1\frac{1}{4}$ " wide). Top and bottom rail  $2\frac{3}{4}$ ". Stiles— $1\frac{3}{4}$ " doors ( $1\frac{3}{4}$ ") Top and Bottom rail  $2\frac{3}{4}$ ". Lock blocks on both sides 24" long making space for locks  $4\frac{1}{4}$ " wide on  $1\frac{3}{8}$ " doors and  $4\frac{3}{4}$ " wide on  $1\frac{3}{4}$ " doors. Supporting bars— $\frac{3}{8}$ " wide,  $1\frac{1}{4}$ " apart. Doors made to comply with commercial standard 171-50.



*Modernize The Easy Way*

Designed for modern living, flush doors add to any home. The simple, yet attractive design leaves no corners or edges to catch dust. They can be used in natural finish or painted to match furniture. Light weight. All doors guaranteed.



MANUFACTURING CO., INC.

AU 4491

1075 S. CLARK ST.

NEW ORLEANS, LA.

# THE NEW SOUTH STEPS OUT!

## New industries team with diversified, mechanized farming to push income and activity faster

**LESS THAN 20** years ago the South was designated as the nation's No. 1 economic problem. Now it is considered the nation's No. 1 economic opportunity.

The new industrial situation — and opportunity — that characterizes the South is obliquely highlighted in a recent report of the *Journal of Commerce*. Discussing current demands for 50,000 additional automotive workers, the journal explained: "Formerly, the auto industry used to recruit workers easily in the South, whenever they were needed. But now, production workers have good jobs at home in the South, and the special buses that used to take them to Detroit and back home aren't running."

The economic progress of the South is best indicated by the percentage increase in per capita income payments between 1929 and 1951. The 11 Southeastern states of Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, and Virginia scored an increase of 212 per cent in this period while the national gain came to 133 per cent. All these states showed substantial increases compared with the national gain.

Per capita income gains in the states of Maryland, West Virginia, Oklahoma, Texas, Kansas, and Missouri were also above the national average.

The income level of the Southeastern states in 1929 was one-

half that of the nation. By 1951 it had risen to over two-thirds the national average. This improvement was the largest of any region.

This rise in personal income in the South has been brought about largely by a shift from an agrarian economy to a diversified industrial and agricultural economy combined. *Life* magazine explained the agricultural revolution in a recent issue on "The American and His Economy" in these words:

"The revolution has brought with it new machines, new crops, new methods, and today U. S. farmers — even though they grow fewer in number every year — do a better and better job of feeding the country's growing population.

... The result has been more farming progress in the last 75 years than all the world's farmers were able to achieve in the previous 75

### Percentage Increase in Per Capita Income and in Value Added by Manufacture by States in South and Southwest



centuries . . . Nowhere is the pay-off more evident than in the South, once a two-crop land worn out by cotton and tobacco but now a flourishing food belt for poultry, cattle, fruits, and vegetables. Southern farmland has tripled in value since the late '30s, and the value of the South's food production has more than tripled in the past 10 years."

Displaced farm workers have continued to move to the cities to accept jobs in our expanding industrial establishments. Industries multiplying job opportunities in the South and Southwest are principally in oil; iron and steel; coal; textiles; pulp and paper making; chemistry, and general manufacturing.

The growth of industrialization by states between 1919, at the end of World War I, and 1947, following World War II, is evidenced by a yardstick based on the 1947

## WHO'S WHO ON COVER

THE NEW APPROACH to building material supplying and selling in the Southland is symbolized by the photos on the S\*B\*S cover this month. The handsome showcase-type store in center of the regional map is that of the Bourgeois Materials Co., located on 29th Avenue at L & N Railroad in Gulfport, Miss. It was completed last November by Owner Hugh Bourgeois, who began his building supply business in 1946.

Behind the retail store are some sources of building materials in the South. At top, left, are seen self-unloading Marquette cement barges tied up at Memphis, Tenn., shipping plant. Its packaging and loading facilities are being modernized and the storage silo space doubled.

At top, right, is the big plywood mill in Savannah, Ga., of the Georgia-Pacific Plywood Co. This national giant has other plywood or lumber mills in Steelwood and Dumas, Ark., Jackson, Miss., Fairfax and Cleveland, S. C.

One of several new cement mills of the Lone Star Cement Corp. is shown at lower left. It is located at Lone Star, Va., near Roanoke.

The lower right picture shows the modern insulating board plant of the Flintkote Co. in Meridian, Miss.

# BOOM TOWN in East Texas

**SINCE THE EAST** Texas Oil Field was discovered in 1930, Longview has been continually developing as the industrial center of east Texas. Since 1931 approximately 24,000 producing oil wells in this field have produced more than 2,000,000,000 barrels of oil.

Located on U. S. Highway No. 80 — "the Main Street of America," Longview is 126 miles east of Dallas and 65 miles west of Shreveport. It is served by two major airlines, three railroads, two bus lines, and many motor freight systems.

Longview, the county seat of prosperous Gregg county, has industrial plants that turn out such varied products as LeTourneau earth-moving equipment, oil field tools, farm plows and other agricultural equipment, automobile seat covers, and construction materials.

Near Longview is a large Eastman

Kodak chemical manufacturing facility and the Lone Star Steel Co. plant.

This bustling city's population has soared from 5,036 in 1930, with 20 industries, to 30,000 in 1953 with 165 industries. To accommodate this growth in Longview's population and prosperity, the number of electric meters has jumped from 1,283 to 11,831; telephones, 1,040 to 12,200.

The annual municipal budget is now \$1,014,466. This much government activity is required to furnish the educational, cultural, and recreational facilities, and the safety and utility services that a modern community demands.

The principal farm activity of the Longview area is production of beef cattle, hogs, and dairying. But a variety of vegetables and fruits are grown to supply local and distant families. Tractors and electric power are used by most farmers to speed

Census of Manufacture with the nation represented by index 100. These indexes of relative industrialization are largely based on the degree of employment in manufacturing and "value added" by manufacture. They show gains for Southern states as follows:

### South Atlantic states

South Carolina—57 to 108  
North Carolina—74 to 112  
Georgia—49 to 83  
Virginia—46 to 69  
West Virginia—60 to 69  
Maryland—111 to 98  
Delaware—143 to 113  
Florida—90 to 31

### East South Central states

Tennessee—44 to 73  
Kentucky—29 to 48  
Alabama—52 to 75  
Mississippi—37 to 40

### West South Central states

Texas—23 to 40  
Oklahoma—16 to 25  
Arkansas—32 to 39  
Louisiana—64 to 52

### Other states

Missouri—65 to 85  
Kansas—34 to 41

In the five years of development since this study was made, several of these states have made notable faster gains in degree of industrialization.

Due to a slightly greater out-migration than increase in births and in-migration, the 16 states and D. C. that comprise the South Atlantic, East South Central, and West South Central regions fell in percentage of the national population from 31.5 to 31.3 between 1930 and 1951. Despite this, these combined regions stood out in vital indexes in this manner:

Total income payments to individuals—from 17.4% of national total in 1930 to 23.8% in 1951.

Deposits in all banks — from 12.2% in June 1939 to 18.3% in June 1952.

Business firms in operation — from 23% of national total in 1944 to 25.1% in 1951.

Total cash farm income from all sources — from 29.5% of national total in 1939 to 28.5% in 1951.

Cash farm income from livestock — from 18.7% of national total in 1939 to 19.6% in 1951.

Total retail sales — from 22.1% of national total in 1939 to 24.6% in 1948 — and still climbing.

The increase in income from factory, service, and office jobs and from more efficient farms that are mechanized and electrified to a greater extent than ever before, includes money that may be spent on better homes and finer furnishings for them.

production and keep costs low.

Raw materials found in commercial quantities in this east Texas area include burning clay, lignite, crude oil, natural gas, iron ore, limestone, gravel, sand, and much hardwood timber.

All this activity and output naturally calls for extensive trade

facilities. With nearly 1,000 wholesale, retail, and manufacturing concerns in the immediate vicinity, Longview serves as the wholesale distribution center for east Texas. The effective buying power of Gregg county residents in 1952 was \$1,378 per capita and \$4,500 per family.

To supply the materials needed

for the many new homes, commercial structures, and other buildings required for the area, as well as the materials to keep them modern and in repair, Longview has 13 dealers in lumber and other building products. Most of them are optimistic over the immediate and long-range outlooks for materials business.

## ROANOKE - "Star City of the South"

**THE LARGEST** man-made illuminated star in the world, atop Millmountain, nightly shines to guide residents and to welcome visitors to "America's Star City" . . . Roanoke, Virginia.

With a corporate population of 91,921 and a metropolitan population of about 135,000, Roanoke dominates the western half of Virginia and is truly "the Queen of the Valley."

According to the widely read and respected *Roanoke World-News*, this city is "the undisputed financial, industrial, mercantile, distribution, and transportation center for an area embracing 16 counties and over 500,000 population. In many respects its influence extends beyond its primary market area into an overall area of 25 counties with over 750,000 population.

"For example, there are 212 wholesale distributors in metropolitan Roanoke whose 1948 sales volume was more than \$133 million. Many of these wholesalers serve a wide territory which takes in all of western Virginia and parts of three other states." Among these are millwork, plywood, metal products, and other material distributors.

The expansion and growth of the Roanoke area is exceptional as these statistics reveal:

Population — up from 69,206 in 1930 to an estimated 93,000 now, for the city.

Number of industries — up from 142 in 1930 in the Roanoke area to 264 in 1951.

Industrial payroll of area — up from \$25 million in 1930 to \$89 million in 1951.

Electric meters in area — up from 19,582 in 1930 to 49,771 last December. Telephones up from 16,170 to 47,000 in same period.

Municipal budget for City of Roanoke — up from \$2,677,708 in 1930 to \$9,050,346 in 1953.

The diversification and balance of employment in industry in the Roanoke area is disclosed by Virginia State Employment Service data. By classification employment is distributed: manufacturing, 26.2%; transportation-communications-utilities, 22.5%; retail and wholesale trade, 21.6%; construction-government-other, 14.5%; service trades, 15.2%.

With 15.4% of Virginia's population and families, the Roanoke market area today has 16.6% of the factories, 21.6% of the manufacturing employees, and 22.6% of the manufacturing payrolls of the state.

Western Virginia has strong concentrations of nylon, rayon, textile,

clothing, chemical, railroad equipment, steel products, machinery, and furniture industries. Among the hundreds of Roanoke area industries are Allied Chemical and Dye, Hercules Powder, Mathieson Alkali, Lone Star Cement, National Carbide, American Bridge, West Virginia Pulp and Paper, Northern and Western Railway, and Yale and Towne.

With a 1949 median income for families in the Roanoke metropolitan area of \$2,857, it is no wonder that the importance of the city as a major retail trading center soared during the last census decade by the greatest percentage of gain in average retail sales per family of any major Virginia market. The institution of the Roanoke Market Development Plan has enlarged the importance of Roanoke as a test market for grocery advertisers.

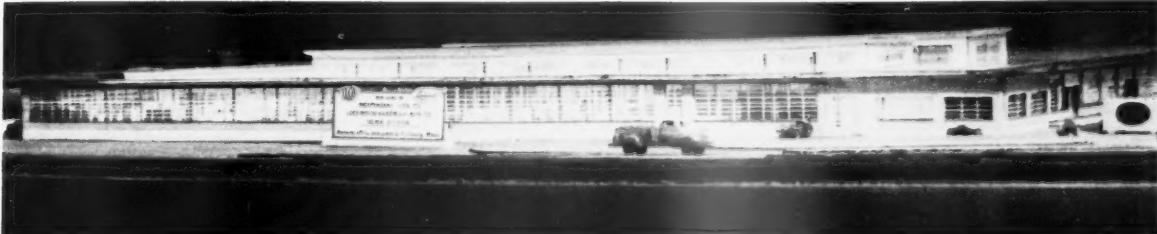
The Freedoms Foundation has  
(See ROANOKE STORY page 45)

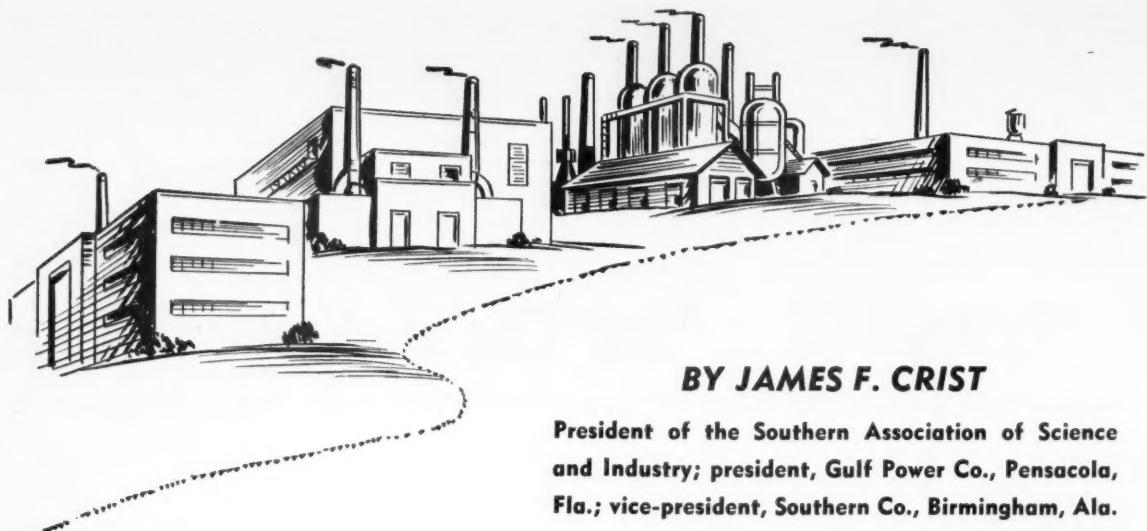
### LOCKSETS NOW MADE IN ALABAMA PLANT

**CYLINDRICAL LOCKSETS** are now being made by the Lockwood Hardware Manufacturing Co., and automotive locks for Ford, Mercury, Lincoln cars are being made by the Independent Lock Co., in the million-dollar plant pictured below. Located in Selma, Ala., it contains 120,000 square feet of floor space, with all new, mass production equipment.

According to officials of these affiliated companies, which have home offices and main plants in Fitchburg, Mass., extensive studies were made of available locations for this branch plant in various parts of the country.

"Selma finally won out because of its good location for serving the rapidly growing Southeastern states and because of the very excellent interest of its Chamber of Commerce and citizens."





BY JAMES F. CRIST

President of the Southern Association of Science and Industry; president, Gulf Power Co., Pensacola, Fla.; vice-president, Southern Co., Birmingham, Ala.

## Southern Industrial Expansion Accelerates Building Supply Sales

**THE BUILDING SUPPLY** industry is particularly sensitive to trends in the regional economy. Thus, the economic changes which have occurred in the South in the past two decades have had a profound effect on the industry. Moreover, the future course of the industry will be influenced strongly by economic developments in the days ahead.

Aside from the emergency of World War II, the greatest influence the South's building supply industry has felt in recent times is the rapid industrialization of the region. The location of thousands of new manufacturing plants in the Southern states has brought a tremendous increase in manufacturing employment. Consequently, the desire of workers and executives for homes has created an unprecedented demand for building supplies.

How great has this boom been? Here are the trends in a few major industries:

**Textiles** — During the past 10 years, the South's textile labor force has increased from 395,449 to 497,201 workers. Whereas New England had some 70 per cent of the nation's textile industry at the turn of the century, the South now has assumed national leadership. In one recent year, the South pro-

duced \$2.1 billion worth of textiles and paid textile workers wages of \$1.2 billion.

**Chemicals** — The chemical industry is growing faster than any other in the nation and in recent years approximately one-half of all new chemical plants have been located in the Southern states. The DuPont Company, for example, has built almost all of its new plants in the South since World War II and now has 20 large plants operating in nine Southern states.

Of particular significance is the fact that the chemical industry invests more than \$30,000 per employee in plant facilities and pays its workers an average of more than \$4,000 per year. Therefore, those engaged in this booming industry have both the money and the inclination to buy new homes.

**Forest Products** — There are now operating in the South more than 60 large paper and pulp mills, having a daily capacity of nearly 25,000 tons. Nine new mills involving an investment of \$200 million are under construction. There is no doubt that the South will lead the nation in this industry, which was once confined to northern areas.

Likewise, the nation's furniture industry is now centered in the South. Moreover, sound reforesta-

tion programs will insure that the South's forest resources will make possible continued expansion in these industries.

**Electric Power** — Industrial progress and expansion of electric power facilities go hand in hand. Adequate electricity at reasonable rates is essential to the industrialization of any area. Since 1946, when the post-war advancement got underway, the privately owned electric utilities in the South have been pushing an over-all multi-billion dollar expansion program.

During the next four years they will add 6½ million kilowatts in new generating plants and units as part of a 10-year expansion program calling for more than four billion dollars.

It is significant that the South's per capita income has increased 25 per cent faster during the past 10 years than the national average; bank deposits in the South, 63 per cent faster; value of manufactured products, 14 per cent faster.

These are but a few important fields in which Southern industry is moving ahead. As this trend continues, the result will be a steady increase in purchasing power and a consequent increase in demand for homes and building supplies.

# South takes greater share of Building Dollar

## 16 STATES INCREASE PRIVATE STAKE IN 13 YEARS FROM 25 TO 29 PER CENT

**EVEN THOUGH** the South's proportion of the total population has dropped slightly during the last 20 years, she has increased her share of total new construction and total new private construction.

Graphically presented below, here's the score:

Between 1939 and 1951, the total new construction in the combined South Atlantic, East South Central, and West South Central regions has increased from 28.1 to 31.0 per cent of the national total.

In the same 13-year period, the total new private construction of this "solid South" has risen from 25.2 to 29.2 per cent of the national total—a more substantial gain.

The Southern role in new housing is probably just as progressive but, unfortunately, it can not be adequately measured because no statistics are available to show the *total dwellings started in city and country*. The only figures available are for *urban residential construction*. Much of the new building activity in the South is in suburban and rural areas, where permits and contracts are not tabulated.

Even so, with this vast region holding just 31.3 per cent of the population, it had 32.4 per cent of the national urban dwelling units authorized during the first 10 months of 1952.

Because building material dealers in one state do not directly participate in the business volume stemming from construction in other states, the following tabulation is made to permit our readers to see how their individual states fared in this South-wide construction boom. These figures, furnished through the courtesy of the F. W. Dodge Corporation, show in millions of dollars the contract awards for total construction first, and residential building second, in 1930 and in 1952:

**ALABAMA:**  
38.1 to 213.7 up 461%.  
8.1 to 80.1 up 889%.

**ARKANSAS:**  
34.8 to 149.2 up 329%.  
6.7 to 30.7 up 358%.

### DELAWARE:

13.0 to 86.6 up 566%!  
3.4 to 36.1 up 518%!

### FLORIDA:

45.5 to 654.9 up 1,339%!  
12.5 to 382.2 up 2,958%!

### GEORGIA:

51.5 to 391.1 up 659%!  
10.9 to 148.9 up 1,266%!

### KANSAS:

82.8 to 268.2 up 224%!  
8.9 to 91.8 up 931%!

### KENTUCKY:

50.2 to 761.8 up 1,418%.  
(including atomic projects)  
7.4 to 135.1 up 1,726%!

### LOUISIANA:

58.7 to 477.6 up 714%!  
5.8 to 90.8 up 1,466%!

### MARYLAND:

69.7 to 416.6 up 498%!  
24.1 to 195.2 up 710%!

### MISSISSIPPI:

30.2 to 120.5 up 299%.  
5.5 to 18.7 up 240%.

### MISSOURI:

228.7 to 441.1 up 75%.  
34.7 to 198.6 up 472%.

### NORTH CAROLINA:

58.7 to 325.6 up 455%.  
11.6 to 105.6 up 810%!

### SOUTH CAROLINA:

34.7 to 169.6 up 389%.  
6.2 to 60.7 up 879%!

### OKLAHOMA:

86.0 to 273.5 up 218%.  
24.7 to 92.1 up 273%.

### TENNESSEE:

59.6 to 916.9 up 1,438%.  
(including atomic projects)  
12.2 to 152.3 up 1,148%!

### TEXAS:

186.0 to 1,336.1 up 618%.  
35.4 to 539.6 up 1,424%!

### VIRGINIA:

76.4 to 435.3 up 470%.  
13.5 to 221.7 up 1,542%!

### WEST VIRGINIA:

58.0 to 111.0 up 91%.  
3.9 to 32.2 up 726%!

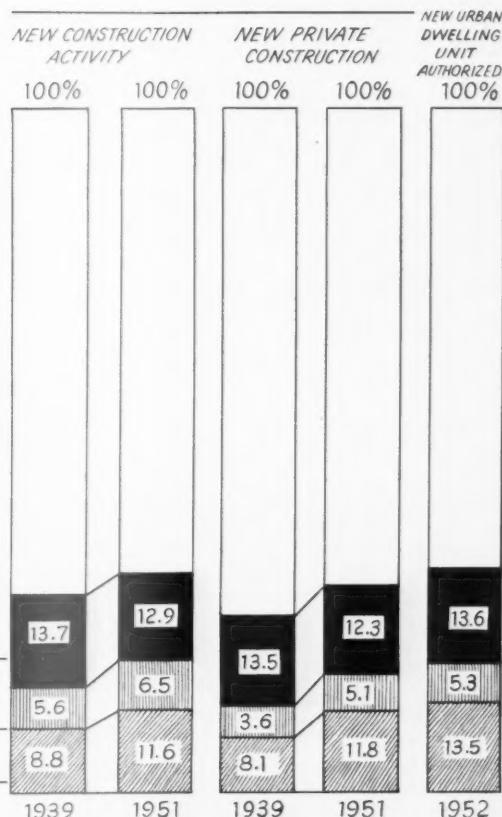
### SUBSTANTIAL GAINS IN CONSTRUCTION ACTIVITY MADE BY THE SOUTH

On this bar chart, the whole nation, including nine census regions, equals 100%. Gains of three Southern regions are shown below. BLS figures for New Urban Dwelling Units Authorized cover first 10 months of 1952. South Atlantic region includes Fla., Ga., S. C., N. C., Va., W. Va., Md., Del., and D. C. East South Central region includes Ala., Miss., Tenn., and Ky. West South Central region includes Ark., La., Tex., and Okla. Kansas and Missouri are in uncharted West North Central region.

### SOUTH ATLANTIC

### EAST SOUTH CENTRAL

### WEST SOUTH CENTRAL





# The Mountain Comes to Mahomet

**MANUFACTURE** of building materials, besides lumber and mill-work, is moving South-ward for at least four good reasons. The order of their importance can not be measured because each has loomed large in the launching of nearly every materials plant and factory in the region. These good reasons are:

★With the South and Southwest constituting one-third of the national construction market, ample supplies of building materials naturally should be available close at hand.

★In this area there's a good reservoir of dependable, native labor eager for the skilled or semi-skilled jobs material factories provide.

★Most of the raw materials and natural resources required for the manufacture of building supplies are to be found at one or many points throughout this great region.

★Manufacture and then nearby use of building materials cuts down on shipping and handling costs, which have mounted sharply since World War II.

Greatest expansion in production of building materials in the Southland has been in cement, lightweight aggregates, asbestos products, builders hardware, paints, and metal windows, doors, and components.

So popular have lightweight aggregates become for wall and ceiling plaster and for insulating concrete, the perlite industry produced over 33 times as much expanded volcanic rock in 1951 as in '46 — and even more in 1952. Plants for processing this light insulating aggregate are now located in Maryland, Tennessee, North Carolina, Florida,

## *Cement, hardware, asbestos, gypsum, paint, window plants dotting Dixie*

Louisiana, Arkansas, Oklahoma, and two in Virginia, and six in Texas. Meanwhile, the output and use of vermiculite has continued apace. Vermiculite plants now process this mineral in 11 Southern and Southwestern states.

Packaged door units have mushroomed in popularity in the last five years, with at least five plants in Texas, one in Tennessee, two in Florida, and one in Alabama. In this latter lumber-pacing state, steel window and door packages are now being produced at a rate of 250,000 a year.

Under the stimulating promotions of both Ponderosa Pine Wood-work and the American Wood Window Institute, wood window units have been standardized and now comprise a big share of the units going into project and low-cost construction. Fabricating jobbers in every state — with Virginia and Texas in the forefront — turn out such units in carload lots.

Where casement, awning type, and jalousie windows are preferred by home-buyers, builders, and architects, aluminum and steel makes are growing in popularity. Big producers of these are located in Alabama, Missouri, and Florida.

Custom-made window screens have given way to tension-type all-metal screens and to metal-framed screens nearly everywhere.

Flush wood doors are increasingly favored in new homes, office and institutional buildings, with

the result that major producers are now located in Kentucky, Mississippi, North and South Carolina, and Alabama.

Each state, of course, has its full complement of concrete block and clay brick plants, sawmills, planing mills, and custom woodwork shops — as the local supply of materials and profitable demand requires. However, by the month western species are making inroads on the Southern lumber market, particularly fir and redwood.

Space does not permit naming the major companies that have invaded this region with factories for the first time or that have enlarged their operations in the South. Unfortunately, disparities in the classification of manufacturers by the several state agencies and chambers of commerce (in function, degree, or size) are such that only lists indicative of the building material manufacturing pattern in each state are feasible in this report.

**LOUISIANA**, for its size and population, is the South's greatest manufacturer of factory-processed building materials. In the New Orleans area are located four big asbestos building products plants, an insulating board plant, two asphalt products plants. A third asphalt roofing plant is at Shreveport.

Among other Louisiana building material manufacturers are: 7 lightweight aggregate; 9 window

and door screen; 15 brick and tile; 4 paint; 1 tile flooring; 1 spackling plaster; 13 ornamental iron and structural steel; 2 caulking compound; 2 prefinished tileboard; 2 cement; 2 flush door; 1 metal molding; 7 cooling fan; 1 plumbing fixtures.

Up the river, MISSOURI runs Louisiana a good race for the material manufacturing lead with this line-up: 5 asphalt roofing products; 3 asbestos materials; 1 insulating board; 1 building paper; 6 cement; 35 paint and varnish; 8 caulking compound; 3 flat glass; 6 wood preserving; 1 builders hardware; 1 prefinished hardboard; 2 stock millwork components.

GEORGIA is humming with 7 plywood plants; 26 paint and varnish; 2 asphalt products; 1 cement; 1 steel building supplies; 1 plastic screening; 1 gutter screens; 3 metal trims; 2 tension screen; 1 shower doors; 1 ladder; 20 ornamental iron and structural steel; 1 structural clay products; 1 gypsum products; 1 insulating board.

ALABAMA is the Southern center of steel and iron manufacture, with 58 gray iron foundries, 6 furnaces, steel works and rolling mills; 1 new builders hardware plant; 7 cement; 2 large screen door-window mills; 1 gypsum products; 3 insulating; 4 asphalt products; 5 paint; 1 clay products; large aluminum several steel window plants; 1 rubber and plastic flooring; 1 metal lath and accessories; 1 asbestos products.

ARKANSAS is center of bauxite production for aluminum. State factories include 2 asphalt products; 2 light aggregate; 1 cement; 1 gypsum products; 1 disappearing stairway; 7 wood preserving; 10 screen.

Building material plants in DEL-

AWARE include 1 asphalt roof; 1 floor covering; 1 slate.

FLORIDA is the origin of most glass jalouse, awning type, and aluminum casement windows in Dixie. Factories include 24 paint and varnish; 1 insulating board; largest stock ornamental iron; 3 plywood; 2 asphalt products; 17 wood preserving; 2 cement; 1 gypsum products.

KANSAS building material manufacturers include: 8 cement; 2 gypsum products; 7 insulation; 5 light aggregate; 1 builders hardware; 13 paint and varnish; 2 screen; 1 building paper; 1 louvers and metal specialties.

KENTUCKY is now major appliance headquarters for G-E. First shipment — carload of clothes dryers — went to Texas last month. Kentucky factories include 2 plywood; 10 door; 1 cement; 2 wall plaster; 3 clay products; 1 asphalt roofing; 25 paint and varnish; 1 bath cabinets; 7 wood preserving; 1 ladder; Reynolds aluminum building products; 1 plumbing fixtures.

MARYLAND is Middle Atlantic headquarters for many building materials. Factories there include 2 cement; 4 slag; 10 paint and varnish; 14 screen; 3 fireplace equipment; 2 floor covering; 1 asbestos product; 1 asphalt products; 8 storm sash; 1 copper and aluminum mill; 1 gypsum products; 90 millwork; 28 ornamental iron and steel; 1 plumbing fixtures.

MISSISSIPPI, a large lumber producing state, is growing in the output of other materials. Her factories include 1 cement; 1 flush door; 2 hardboard; 2 insulating board; 15 wood preserving.

NORTH CAROLINA is the Southern leader in plywood production, with 22 plants. Other fac-

tories include 1 asphalt products; 2 clay products; 40 brick; 5 paint; 1 builders hardware; 1 wood preserving; 3 light aggregate; 1 (new) asbestos products.

OKLAHOMA boasts the South's largest maker of metal trims and weatherstrip; 2 asphalt products; 9 paint; 3 flat glass; 2 cement; 1 gypsum plant.

SOUTH CAROLINA has a new cement mill; 3 paint and varnish; 6 screen, including one tension screen plant; 16 brick; 5 wood preserving; plastic screening; large flush door; large laminated plastics.

TENNESSEE, through Memphis, is Dixie's hardwood center. Her factories include 5 plywood; 3 stairway; 14 paint and varnish; 1 flat glass; 1 aluminum; 3 mineral wool; 4 cement; 1 aluminum products; 2 asphalt products; large stock ornamental iron among 44 metal work plants in state; 3 builders hardware.

TEXAS is fast obtaining local production of material needs, with these factories: 7 asphalt products; 2 gypsum plants; 1 asbestos plant; 6 ladder; 12 cement; 6 insulation; 16 light aggregate; 13 builders hardware; 27 paint and varnish; 6 caulking compound; 17 wood preserving. The Lone Star state is second now to Pennsylvania in number of cement mills.

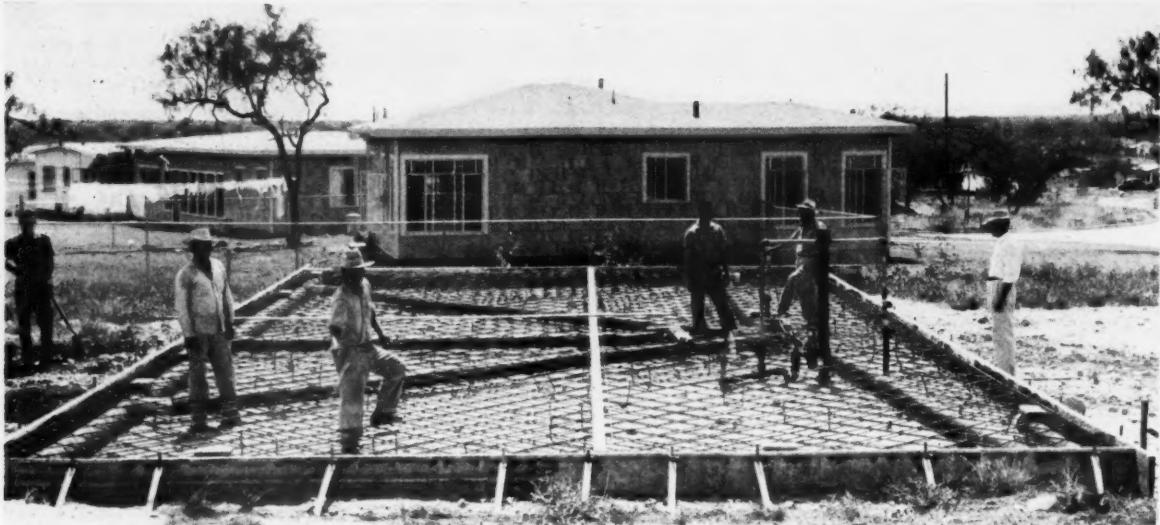
VIRGINIA has South's largest wood window factory. Others include 1 insulating board; 2 gypsum products; 5 cement; 1 ladder; 1 asphalt roofing; 1 builders hardware; 8 slate; 6 paint and varnish.

WEST VIRGINIA is largest producer of glass products. Other plants include 2 asphalt products; 1 screen; 11 cement; 1 nail; 2 storm sash.

This is a sketchy inventory of building material manufacturing facilities in the South and Southwest. Although data are not handily available to provide the true picture, the region obviously is stepping out in the production of building materials, too!



THE SPECIALTIES and auto lock factory of the Yale and Towne Mfg. Co. at Salem, Va., is pictured at top of opposite page. Seen at left is one of the 33 manufacturing plants of the Atlas Plywood Corp. Located at Plymouth, this is one of three in North Carolina. An Atlas flush door factory is at Laurel, Del.



## ***Southern research yields better homes and materials***

By H. McKinlay Conway, Jr.\*

**AT FIRST GLANCE**, it might seem that the building supply dealer and the research chemist have little in common. But in the fast-changing business world of 1953, the results of laboratory investigations are of importance to every alert businessman. Today's research is inevitably linked with tomorrow's profits!

We have only to check the current list of "best sellers" in the building supply field to see the influence of previous research. Composition wallboards, laminated plastic sheets, fiber-glass insulation, and one-coat paints, for example, are products of the recent past. Research now underway in universities, non-profit institutes, and industrial laboratories will yield new products—and open new markets—in the years immediately ahead.

In this respect, the South is now better off than at any other time in the region's industrial history. Just a few years ago, there was barely a trace of research activity in the entire region. As late as 1941, there were no general consulting groups to which local businesses could take their problems. Ideas, as well as finished products, had to be imported from other areas.

Today, however, the South is in the midst of an unprecedented technological revolution. There are more than 40 well-staffed, well-equipped consulting research institutes active in the region. Hundreds of industrial research laboratories have been created, and the results are being seen in the form of a wealth of new products, new manufacturing processes, and—most important—in new marketing advantages for the firms which sell the products of the region.

Let's take a look at some of the research programs now underway:

**San Antonio** — The Southwest Research Institute's Department of Building Research, headed by Dr. C. W. Smith, conducts a broad

**THE NEW TYPE** flat slab concrete foundation design, above, has been developed by the Southwest Research Institute at San Antonio, Tex. Its diagonal design will greatly minimize house foundation failures in that region.

program of study of building materials, designs, and techniques. In the interest of the prospective homebuyer, the Housing Research Foundation of SWRI is encouraging builders to produce for sale architect-designed houses which represent superior qualities of appearance, performance, and livability in relation to the price.

This public service educational activity was founded by Revere Copper and Brass, Inc., and is now supported by the Crane Co. and Owens-Corning Fiberglas Corp. as well. It involves working with and advising merchant builders and their architects in the planning and designing of housing projects of 10 or more single family dwellings built for sale.

It is the foundation's objective to stimulate the building of superior houses in the moderate price bracket—preferably under \$15,000 and not over \$20,000. Previously, houses of comparable quality and value have been obtainable only through custom architectural and building operations—both beyond the reach of any except wealthy families.

The foundation invites builders of 10 or more houses, designed by (See MATERIALS RESEARCH page 112)

\*CONWAY is director of the Southern Association of Science and Industry, Atlanta, Ga., and edits The Journal of Southern Research.

From Lumber Yard to

# BUILDING MATERIAL MERCHANT

**FIFTY YEARS AGO** retail lumber dealers were just that. Their stock in trade was boards, dimension and heavy timbers, and wooden lath and shingles. The typical dealer's place of business included a shed that served as an office, a barn in which to house his horses and lumber wagon, and a flat piece of land close to a railroad track where he stored and dried his lumber.

Twenty-five years later, many lumber dealers were stocking and selling asphalt shingles, some clay products, several colors and types of paint, cement and lime, nails, and a few other items. The shed had been enlarged and closed in, warehouse style. Trucks were displacing mules and wagons. But lumber was still the big item — along with millwork made to order for homes and other light structures.

But today it's a different story. With some 1,200 different kinds and types of building materials and equipment going into a modern home or commercial structure, they are supplied by the lumber dealer who has become a building material merchant.

Dollar-wise, lumber now comprises less than a half—more often a third—of the dealer's business. Metal materials and supplies become an increasingly larger part of his business. So do gypsum, asbestos, and asphalt materials, and a wide variety of products made of wood and wood fibers, such as plywood and insulating board and lath.

Fewer and fewer dealers have millwork plants or woodwork shops. They sell packaged window units and doors and mantels and kitchen cabinets, with less trouble for fair profit.

The changes in the materials sold have been due to the demand by families, builders, and architects for different finishes of materials. Durable, stable, and more fireproof materials are sought, in keeping with the building codes and fire laws that concentrated city living demand.

The emancipation of Mrs. Home-maker and her greater literacy by reading shelter and women's magazines and by watching motion pictures and television have made her an equal, if not the major,

factor in the purchase of a new house or of materials for repairing or modernizing an old one. To court her and compete for the larger supply of consumer dollars, many a dealer has moved from the railroad track or side street into a shopping center.

In the move, this aggressive dealer has designed his store in department store style and arranged to keep it clean and tidy. The walls have been displaced in front with large "show-case" type windows. Merchandise has been classified and placed on open displays, through which customers must pass to get to the sales counter.

The latter is no longer an elbow-high counter with an odd assortment of catalogs, literature, and order pads atop it. Instead, it is a group of steel desks or a lower counter, faced with specimens of fancy plywood or wood panels and covered with colorful, durable laminated plastic.

The old pot-bellied stove in the corner is no more. The store is heated by a circulating heater, (See MATERIAL MERCHANT page 114)



**THE DANDEL** Lumber Company is still doing business from the same site as when it was founded in 1925 by L. L. Danel. He stands at right in top picture with his staff before the first building, which was mostly an office and lumber shed. The streamlined store building at left was completed by his successors last summer. Air-conditioned, it attracts patrons with hundreds of items, including bathroom and kitchen fixtures, in neat displays in a large showroom.



IMAGINEERING by Cary officials transformed the street side of a supply warehouse in Durham, N. C., into a modern building supply store. By night to passersby it is a "showcase" full of tempting materials and housewares, at left; by day it is a popular store for simple shopping.



**SHOPPING IS SIMPLE** for "everything to build a house . . . everything to make a house a home" in the new building material store of the Cary Lumber Company in Durham, North Carolina. Much simpler than it was before the store was opened last spring.

Before last March, this firm served its customers by conferring with them in a small lumber-yard-type sales office over occasional samples and literature or by taking them out into the yard, warehouse, or millwork plant to see some materials.

**Remodeled warehouse becomes**

## **Departmentized "Home and Family Store"**

Now the streamlined, long-windored, well-identified, and brightly-lighted store beckons housewives, builders, farmers to come and select their needs. The veteran store manager, holding to the slogan that "seeing is believing," has seen to it that "all items can be seen rather than told about."

With the opening of the new store, many new lines of materials and home supplies have been added. All have been grouped in departments or displays that invite selection on impulse. The store was created by converting 24 feet of the street side of a 110-foot-long warehouse into a modern showroom.

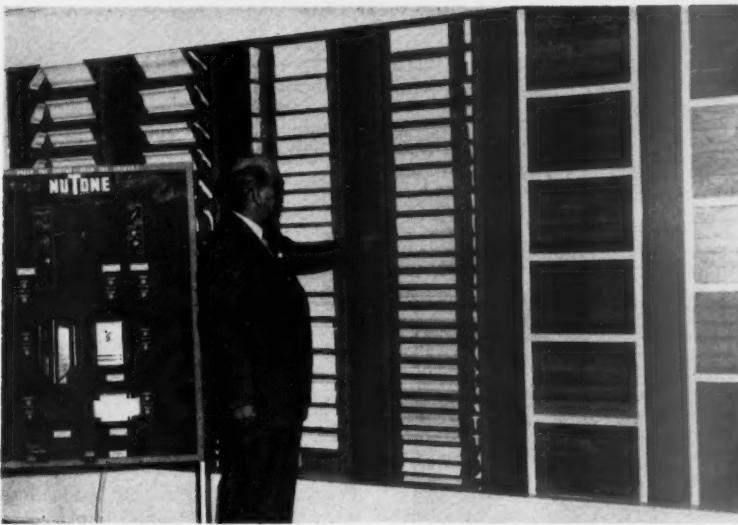
Plate-glass windows and burgundy-colored structural glass replaced the old corrugated iron. A five-foot marquee of exterior plywood shelters the sidewalk. Neon signs identify the store and its main line of paints.

Inside, atop the rear wall of paint and hardware stocks, block letters list principal lines: Du Pont, Duco, Dulux, Celotex, roofing, lumber, millwork, wallboards, hardware.

This means of selling materials is a far cry from the 1894 beginning of this firm—about as far as TV advertising is from the old "town crier." Henry C. Satterfield, Jr., third president, had an advertising

**CARY** sales formerly were handled in small office building at right. Note small-home "trademark" on tall tree stump at left; the jumbo sign with moving carpenter saw at right.





TO GET IDEAS for his proposed new store, South Carolina dealer Henry J. Munnerlyn, above, visited the Cary materials sample display room. There, customers can compare all sizes and shapes of moldings, flooring, other materials. This room is off left end of store, pictured right. Smart wood cabinets and major and small electric appliances are displayed realistically.

agency to effectively utilize television, radio, and newspaper advertising to attract an amazing crowd to the opening of the new store.

President Satterfield had expected some 2,000 persons to come to the store during the two-day opening. The arrival of 10,000 made them hustle to provide adequate gifts, favors, and refreshments. Attendance prizes included \$100 cash and valuable merchandise.

Lumber and millwork — both finished to order — are still major lines at Cary's. But the new store offers lawn and garden tools and supplies, including outdoor fireplaces, mowers, furniture, seeds, street signs and lamps; small and large kitchen appliances; television sets; handyman tools and hardware.

The motto and slogan of the forward-looking Cary Lumber Company are emblazoned on spectacular signs on the highways leading into the city from both Raleigh and Greensboro. These are: "The very best when you build." "Building a greater Durham since 1894."

When Henry Satterfield, Jr., suc-

ceeded his father as president of Cary in 1942 he bought a 6,000-acre tract of virgin and second-growth timber at Tillery, N. C., and employed a forestry expert to carry on scientific cutting and replanting. From here now comes much of the lumber that goes into the millwork made by this firm for its contractor and homebuilding customers.

Cary does no building or installing, but brings customer and contractor together to get the job done right. Easy terms are available on appliances and job orders.

Now every family in the Durham area is a prospective customer for this dealer because all can find materials and supplies needed to build, maintain, or modernize their home for better living.



AT RIGHT side of Cary store, manager's office simulates corner of modern home, above. It is paneled with walnut, sliced oak, birch, and knotty pine plywood. Every usable foot of store is devoted to factory displays or groupings of supplies and tools.

# Drop-in Sales DOUBLE!



**WHAT A DIFFERENCE** the location and identification of a building supply store can make in the amount of drop-in business has been profitably proven by the Robinson brothers, partner operators of the East Side Lumber Company in Atlanta, Georgia.

When they returned from military service, their father had sold the large planing mill and yard across the railroad tracks to a pre-fabrication firm. He had moved the business into a store building and lot he owned on DeKalb Avenue.

However, because the west end of the five-unit store building was

rented to another party, he set up the sales office in the east end. This was at the end away from Atlanta, which was not noticed by the flood of people driving home from work each evening. Parking was a problem for those who did stop. Stock was not displayed so customers could browse around and practically wait upon themselves.

As long as the sellers' market ran strong, Thomas W. Robinson, Jr. and James L. Robinson fared well selling mostly to builders and contractors — as their father had done. But then demand slackened and prices on house jobs became

uncomfortably competitive for this small firm that bought everything wholesale and in small lots. So, the brothers began thinking and figuring how they could convert to a store for home-owners and contractors who repair and modernize existing residences.

They pored over the building supply publications and they visited modern building supply stores and lumber yards in the vicinity. Then they came up with the solution which is pictured on these pages.

They moved their store to the west end of the building, put in store-high windows, graveled the wide yard for easy parking, and installed an open-front Quonset shed for lumber and another metal-covered shed for sacked goods.

The woodwork shop was left in the building section adjoining the store, so the Robinsons and their staff could take customers in to discuss the fabrication of a special door or window, frame or sash. The ability to furnish this for an old, odd-sized, out-of-shape house usually gets the order for the other materials and supplies needed for

**UNTIL LAST APRIL**, the East Side Lumber Company did business in the right end of the five-section store building seen at top. Management planning resulted in the installation of a modern materials store in the left end, with large windows, neon sign, and handy parking space — which home-owners would notice as they drove home from work in Atlanta in the evening. Sales of hardware and related supplies and accessories have doubled in the compact store seen at right. Partner Jim Robinson demonstrates a portable electric sander.



the job, including a tool or two.

"During the last half of 1952, our sales of items displayed in the store more than doubled," Tom Robinson reported. "You can gather considerable profits by selling home-owners and mechanics the hammer or saw or paint-brush they need, while they're by to order lumber or other materials."

Upon the death of their father in 1949 and their determination to go after the repair and replacement materials business, Jim and Tom Robinson dropped coal from the firm name and as a major item. Natural gas, price controls and hikes, and strikes made this a decreasingly profitable line.

In the face of the big boom in their sales of counter goods to home-owners and modernization contractors, two points stand out in the Robinson operations at East Side. One is that in their gross sales lumber items still constitute two-thirds of their business.

The other point is that they do not engage in the installment financing of home modernizations and repairs in any way. The customer buys for cash, or else he or his contractor arranges installment credit through a bank and pays for the materials in cash or on a current account basis. Surely the East Side Lumber Company carries open accounts for old and reliable patrons, but they are few and kept current.

The extent of the conversion of

this dealer from new construction jobs to repair-replacement sales is indicated by these facts:

In 1949, approximately 50 per cent of the materials sold were to small builders and contractors for new homes. In 1952, not a single new-house job was sold!

"We are more than pleased with the growth of our business under the new set-up," Jim Robinson asserted. "We only wish we had decided to change over sooner. We expect 1953 to be our best year in total net profits."

"There aren't many days now that our two truck-drivers aren't wheeling orders to the homes and jobs of small customers. Drop-in customers and telephone orders keep Tom and me and our two junior salesmen hopping 50 hours a week. And that's enough to be of profitable service in our community."

## ROANOKE STORY

(From page 35)

honored "The Roanoke Plan" for its excellence as a year-round means of stressing the American Way of Life, and it is being copied widely now by other cities.

In its annual "Western Virginia industrial section," the *Roanoke Times* recently reported that "no let-up in the post-war building boom in Roanoke appears to be in the

**HOW ABOUT YOUR CITY?** Is it the scene of outstanding industrial and agricultural progress? If you think it should be reported in S\*B'S later, send your nomination and facts to the Editor, S\*B'S, 806 Peachtree St., N. E., Atlanta 5, Ga.

making — just a shift in emphasis. Nearly 20 million dollars worth of industrial and public buildings is on the drawing boards to be translated into steel and mortar this year.

"And this does not include several hundred homes, which probably will become a reality in 1953 barring unforeseen disappointments. . . . This year will see individually styled houses being built by families who were not pushed to get a roof over their heads and were waiting for a more favorable time to build the home they always dreamed about owning."

And, of course, the building material dealers and plants in the Roanoke area will find a big share of their business this year in providing materials for maintenance, modernization, and enlargement of outgrown and outworn structures.

To encourage and assist the industrial and commercial development of the Roanoke Valley area, the Chamber of Commerce has sponsored the formation of the Roanoke Valley Development Corporation. Its purpose is to help prospective enterprises to acquire building sites and to construct, acquire, or lease necessary buildings. This project holds promise of keeping "the Queen of the Valley" out front in industrial variety and income.



THE DISPLAY of "Handy Panels" of plywood outside the East Side store reminds passing motorists and stopping customers of the piece of fir plywood they need for some home project or hobby. They're glad to buy "just the size" they need, without waiting to have it



cut — and without questioning difference in full panel and cut prices. At right, Partner Tom Robinson sacks up a nail order from the handy dispenser as clerk Ralph Dobbins stops for a cool drink from electric cooler next to Coke machine. Door is to millwork shop and sheds.



**FOUR STAGES** in growth and expansion of Brownfield, Tex., yard of Cicero Smith Lumber Company are shown in pictures on this page. At left: original layout in 1917 with Fred Smith in foreground. Small photo below: new front of glass and wood, added in 1937, makes inviting store effect. Large photo below: handsome new store and office building completed last fall, joined to smaller building at left which had served same function since 1948. Smith, still manager, designed all buildings.

## To serve today's customers better

**36-year-old lumber yard now finest in Texas chain!**

**A COMPANY** so long in business in Texas that its charter must be renewed during 1953 has revitalized one of its oldest retail yards. The Cicero Smith Lumber Company has enlarged and remodeled its Brownfield plant into the finest of its 22 line yards in Texas.

This firm opened for business in Brownfield on March 15, 1917 — 36 years ago — under the management of Fred C. Smith. Still serving the company as Brownfield and district manager, he designed and built both the original and the remodeled yard!

The principal new building in Brownfield houses the store and offices, and provides some warehouse space. Of brick and tile construction, 60 by 140 feet, it is air-cooled for summer and has modern heating facilities. And following the popular trend in modern stores,

the interior is finished in materials handled by the company — for the additional purpose of in-use display.

Lumber sheds were re-roofed and rearranged and completely backed by a tile-stucco wall. This enhances appearance and makes the entire plant, occupying half a city block, as fireproof as is possible in this business, in the opinion of the management.

In 1948 the Cicero Smith company built its first brick and tile building in Brownfield, 60 by 75 feet, to house the sales office. This now is used for the plumbing and electric department, carpenter shop, planing mill, and warehouse. Even this edifice was glamorous by comparison with the wooden buildings utilized at the outset in 1917.

Discussing the differences in operation of a lumber yard 36



years ago and now, Vice-President and General Manager J. Lee Johnson III emphasizes that Brownfield had no railroad in 1917 and practically all stocks had to be hauled from the nearest station, Tahoka, in freight wagons.

"But the railroad was extended some months after this yard opened," Johnson continued, "and Brownfield for a long time was the nearest rail point for as far as 100 miles, including the area around Lovington, New Mexico. So, many New Mexico citizens traded in Brownfield. Since coal was the chief fuel at that time, it was a big item at the Cicero Smith yard.

"The coal handled sometimes caused great congestion around the bins and often many wagons were loaded with coal direct from the railroad cars. As a matter of fact, the old-timers remember that it was a considerable problem in policing to unsnarl the wagon traffic jams at the coal bins, particularly when the weather became unexpectedly cold. Natural gas came into the area in 1929 and several years later the company ceased handling coal."

But the demand for a wider variety of building materials and home supplies has more than offset the loss of the fuel business, Johnson admits.

He said that Manager Smith had long looked forward to the construction of a modern store, that the plans were drawn up entirely by Smith, and that construction was almost exactly as called for by Smith's first blueprints. In addition to the Brownfield yard, Smith supervises operation of 12 other Cicero Smith plants in Texas.

The Cicero Smith Lumber Com-



**THE NEW STORE** in Brownfield is as modern as other shopping centers thereabouts! All goods are departmentized in displays for easy selection and impulse buying. Above: plan books available in Home Builders Center on side wall, next to floor covering display. Rolled goods and metal specialties are grouped on island platforms. Below: bolts, doors, garden tools, glass are easy to see, find, sell. Line pattern of tile floor leads customers to sales counter in rear.

pany was incorporated under the laws of Texas for a period of 50 years on October 27, 1903, with headquarters then and now in Fort Worth. In the beginning there were but three yards, compared with 27 today. The firm now has three yards in Oklahoma and two in New Mexico.

The founders and officers were Cicero Smith, G. H. Connell, and J. Lee Johnson Sr. J. Lee Johnson Jr. is now president and chairman of the board.

Singularly enough, three of the line firm's officers are women. Mrs. Mary Griffith, who was employed in a "temporary" capacity in 1908, now is vice-president and treasurer. Mrs. Myrtle Sproles is secretary and assistant treasurer. Mrs. Laura V. Pitts is assistant secretary.

## Controlled Temperature To Sell More Homes

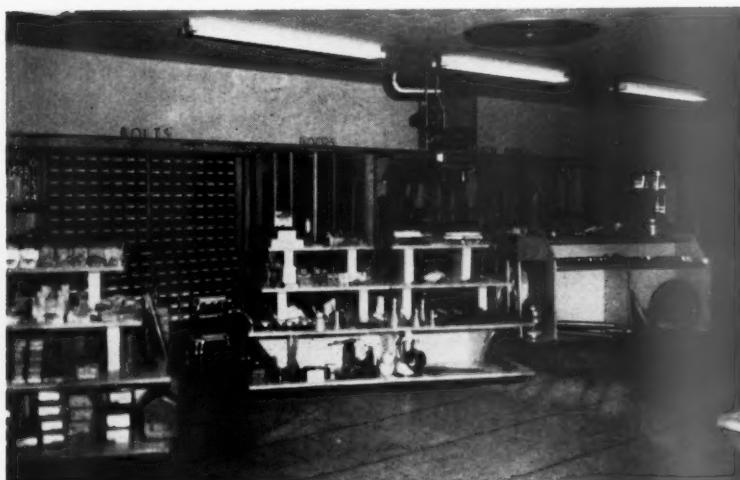
Air-conditioning will be one of the increasingly important selling points for homes in 1953, according to both homebuilders and air-conditioning equipment makers.

Year-round air-conditioning will be made available for the first time in pre-fabricated homes, to sell for between \$7,000 and \$12,000. Gunnison Homes has signed a contract with the Carrier Corp. to provide combination cooling and heating units as optional equipment for all future Gunnison models.

Carrier already has supplied these units for developments that will total over 3,500 homes.

Among these is the 185-unit development at Stratton Heights, New Rochelle, N. Y. This project includes homes of six and seven rooms, each situated on at least one-fourth of an acre, to sell for \$26,900 and up. They will use Carrier Weathermaker units, that combine a furnace with refrigeration in a single package.

For homes already in existence, the Fedders-Quigan Corp. recently announced a re-designed room air-conditioner with automatic controls to provide individual room temperatures.



# Opportunities for BIGGER PROFITS from better service

**ALMOST WITHOUT EXCEPTION.** the dealer whose transition from lumber yard to "one-stop home-building headquarters" included a modern, attractive display room is the one whose customers have multiplied greatly.

Today's customer demands to see the many products available before choosing, and will shop where materials are shown effectively.

The most popular change in store modernization has come through use of the dealer's products on the exterior and interior of the building. Better grouping of related items has resulted in departmentizing some firms, frequently with separate managers for each department.

One smart dealer has set aside one corner where customers can

"play with" materials, trying out virtually every product but shower stalls. The corner holds tiles for designing floor patterns; miniature kitchens with scale model cabinets and appliances; counter top materials with color scheme booklets; dishwashers and washing machine with dishes and clothes for demonstration.

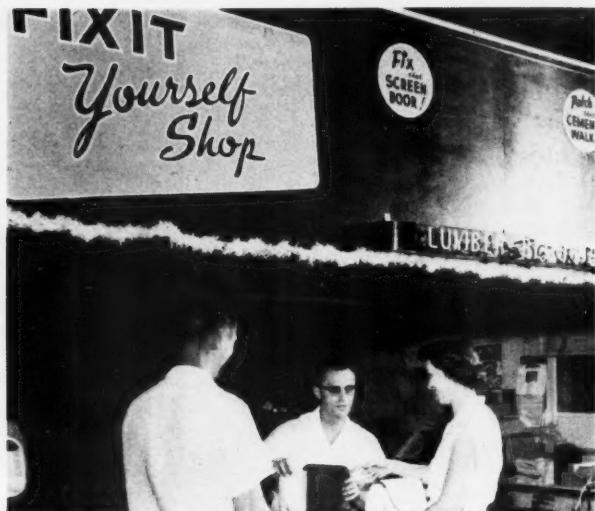
A separate counter holds manufacturers' miniature models of tension screens, louver windows, garage doors, hardware, flooring samples.

**"Build-It-Yourself" Service.** Any progressive dealer today has at least one person in his organization thoroughly familiar with building methods. Supplying such information is probably the most prominent service added by dealers since the thirties, when labor for small odd jobs was plentiful and cheap.

Realizing that many people would buy his materials if they knew how to use them properly, a Florida dealer started a "Fixit Yourself Shop" in one corner of his display floor. There a customer is shown how to do anything from replacing window screens to building a complete home. Some dealers send a salesman out to show customers how to do such jobs as adding a room in the attic.

Manufacturers are cooperating

**THE LITTLE SERVICES** that frequently cost little or nothing often do more to win and hold a customer than high-priced advertising. Here a salesman for the Danel Lumber Co. in Opelousas, La., cuts glass to size without charge.



**NO NEED** for this department 20 years ago! But dealers today find many customers who can't afford to have a job done, can afford to buy materials. Rieck and Fleece in St. Petersburg, Fla., set up a separate department for this service.

by offering many items such as windows, doors, cabinets, and yard furniture in packages for quick assembly.

Tieing in with build-it-yourself promotions is the rental of tools to those who want to do their own work. A Washington, D. C., dealer who started "dabbling" in tool rentals found that it did more than stimulate sales of materials—as a department, it brought in \$15,000 in profits a year!

Tools for rent usually include hand drills of all sizes, floor waxers, paint sprayers, electric saws, sanders, edgers, polishers, gasoline chain saws, circular saws, polishers, blow torches, caulking guns, lawn rollers, painters' planks, stepladders, and block and tackles.

**"One-Stop Building Service."** About one-fourth of the building supply dealers in the South and Southwest either build homes or will make complete arrangements for any customer's home, from drawing the plans to finding the contractor and arranging permanent loans. Another fourth of these dealers offer help at least by suggesting contractors, architects, and loan sources.

Nearly any building supply firm remodeled in recent years added a "home-planning center." This varies from a comfortable sofa placed by a rack of plan books to





# THE OCONEE WAY FOR THE BEST IN CLAY

OCONEE Vitrified Clay Pipe . . . salt-glazed fittings . . . refractory flue lining . . . face brick . . . drain tile . . . burned clay specialties: OCONEE makes them all. They **NEVER** wear out. Go "All-The-Way" with OCONEE Clay.

OCONEE Clay Pipe needs no pampering. It is the only sewer and drain material impervious to acids, alkalies, gases, corrosion and rust.

OCONEE Clay Products are Dealer products. When you stock them you are assured of a steady profitable business.

Write For Information  
And Prices

# OCONEE

CLAY PRODUCTS COMPANY

MILLEDGEVILLE,  
GEORGIA



# CLAY PIPE

C 847-6

a separate room, complete with samples of materials.

Some dealers successfully offer "packaged" buildings, with prices that may or may not include labor. Among these are packaged garages, week-end cabins, and such farm structures as dairy barns and chicken brooders.

A Missouri dealer "prefabs" or builds small houses to the degree the buyer desires. One customer wanted his home only framed. Another wanted his complete except for painting, which he and his wife did.

For customers who want smaller items built or repaired, a dealer in Kansas set aside a part of his building as the Carpenter Shop. Here a customer can have rafters cut to the right pitch or cornices cut by a pattern.

**Services for Home Interiors.** Not stopping with homebuilding "from tree to key," some dealers have added a saleswoman who doubles as interior decorator. Such free service sold an extra \$12,000 a year worth of paint and wallpaper for one small-town Tennessee dealer.

In an age when many paint manufacturers are coming out with systems for tinting a white base paint to one of dozens of shades, the dealer with a few cans of paint on dusty shelves soon loses out. Greater selection appeals especially to housewives, who are being drawn away from dime stores to lumber yard "color bars."

Attracting appliance customers, some dealers stage cooking schools, laundry clinics, and similar promotions. Another "beyond the key" service is offered by stores featuring gardening tools and supplies.

**Easy Term Payments.** Few customers today want the trouble of making their own arrangements with a bank to pay for a home modernization or maintenance job

on the house. Many of them wouldn't know how. In order to close many sales, dealers today must have some time-payment plan already worked out with a bank or other commercial loan firm so that he can quote payment terms immediately. The customer has only to sign his name, after his credit standing is cleared.

**Faster Service.** With an increase in the number and kinds of products has come an increase in the importance of having materials on the job at the right moment. Such service has been responsible for repeat sales to many a contractor-customer.

The Renuart chain of yards in the Miami, Fla., area is so flexible that when a substantial residential section shoots out in another direction, a branch store is opened. When the area is built up, possibly several years later, the branch may be closed. A contractor can place an order in any branch and have it delivered from the store nearest his job site. Direct-line telephones connect stores to central warehouses.

To take care of small rush orders without tying up main truck deliveries, another dealer purchased a second-hand jeep. It takes much wear over rough ground and uses little gas.

To accommodate the housewife who needs another can of paint or the Saturday handyman who knows just what he wants, some dealers have set up "drive-in" counters. Without need of changing into town clothes, the customer drives up to a window for his order, sometimes phoned in ahead.

Prompt service applies especially to a repair or installation department, a necessary addition to any dealership that jumped on the appliance band wagon after World War II. Mrs. Jones' washing machine may be overflowing because

of her own mis-use, but if it isn't attended to promptly, 20 ladies in her bridge club will know it at the next party.

Financially able to hire only one serviceman, a small lumber dealer solved this "emergency" problem by having this man to "brief" several salesmen on causes and solutions of many minor disorders in appliances.

**Product Education.** It is a real service to keep customers informed about various products' advantages and uses.

Some dealers invite local contractors in to meet manufacturers' and distributors' salesmen, who explain products. An annual bar-

(See BIGGER PROFITS page 115)



**TAKE ADVANTAGE** of every opportunity for special promotions. This dealer made many passersby aware of the Henry Lumber Co. plans for Norge week. All customers prefer shopping in a modern building with well-grouped displays. The Danel showroom features the clever door rack above, on casters for easy moving.

# Here's why they buy

## TENSULATE Mineral Wool

KEEPES MY HOME COMFORTABLE ...



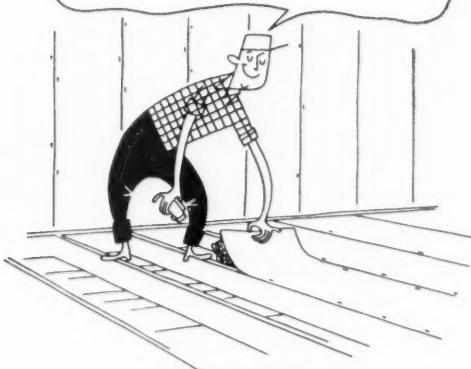
HOMEMAKER

MY FUEL BILLS REDUCED  
AS MUCH AS 40% ...



BILL-PAYER

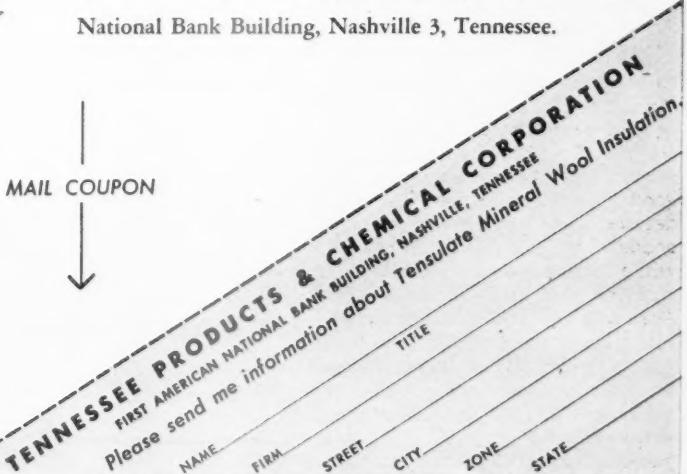
EASY TO INSTALL ...



CONTRACTOR



MAIL COUPON



**TENNESSEE PRODUCTS & CHEMICAL CORPORATION**  
FIRST AMERICAN NATIONAL BANK BUILDING, NASHVILLE, TENNESSEE  
Please send me information about Tensulate Mineral Wool Insulation.

NAME \_\_\_\_\_  
FIRM \_\_\_\_\_  
STREET \_\_\_\_\_  
CITY \_\_\_\_\_  
ZONE \_\_\_\_\_  
STATE \_\_\_\_\_

# Where to turn for MORE SALES NOW

**THE KEY** to a healthy building supply business in 1953 (and for many years to come) is the local satisfying of 3 M's and an N. The three M's are Maintenance, Modernization, and More Room. The N is New Construction—all inclusive.

Most authorities agree that it will take at least 1,000,000 new houses a year to meet the needs of 700,000 new families and at the same time allow about 300,000 new units to replace old homes fit only for wreckage, because they are sub-standard, dilapidated, or in expendable residential sections.

The demand for houses is directly related to marriages and births. Due to the birth slump in the '30s, marriages are now declining. Births recently have been at record clip of 25 per 1,000 population, with more women having their second, third, or fourth baby than a decade ago.

**Our nation is growing** at rate of 12 per cent during the 1950-60 decade. Population climbed from 153 million in '50 to 158 million now, and is expected to reach 171 million in 1960. The South Atlantic region—from Delaware to Florida—is expected to increase in population 14.7 per cent. Florida's increase of 33.3 per cent is expected to equal California's. Texas is put down for a rise in people of 13.7 per cent.

According to the Bureau of Agricultural Economics, the rate of new family formation will double the rate of population growth in next 10 years. This means great opportunities for dealers in durable goods because, during the last decade, consumption of durable goods increased 203.5 per cent, while non-durables consumption rose 162.1 per cent. More money is available for discretionary spending this year, but the generally higher standard of living brings your products and service in competition with far more tempting items than previously. Competition with home furnishings, auto-

mobiles, appliances, tools and equipment.

With construction and material controls almost a nuisance of the past, dealers should turn to supplying new commercial and amusement construction. In many cities there's quite a backlog of such business awaiting a sure "green light" to build such structures to the best specifications. Though declines are likely in many areas in industrial and military construction, sizable gains are expected also in public hospital, educational, highway, sewer and water, and conservation projects.

Where the demand for New Construction is not adequate to maintain a satisfactory sales volume, turn to one or all of the three M's. Maintenance, Modernization, More Room. These may be exploited in three ways:

1. Do-It-Yourself market.
2. Contracting and application by dealer.
3. Tie-up with mechanics/contractors and an installment finance source.

According to the editors of

*House and Home* magazine, in a January report on its housing round-table of building representatives, "the U. S. housing problem can never be solved until we recognize the importance of maintaining, improving, and rehabilitating 43 million existing dwellings. They are the biggest single asset in our national wealth. Their improvement is essential to any plan for raising the standard of housing, for in most communities good low-cost housing can be provided much cheaper and much faster by reconditioning and modernizing existing dwellings than by building new ones.

"Too many of these existing houses are being allowed to fall into decay, either through disrepair or obsolescence."

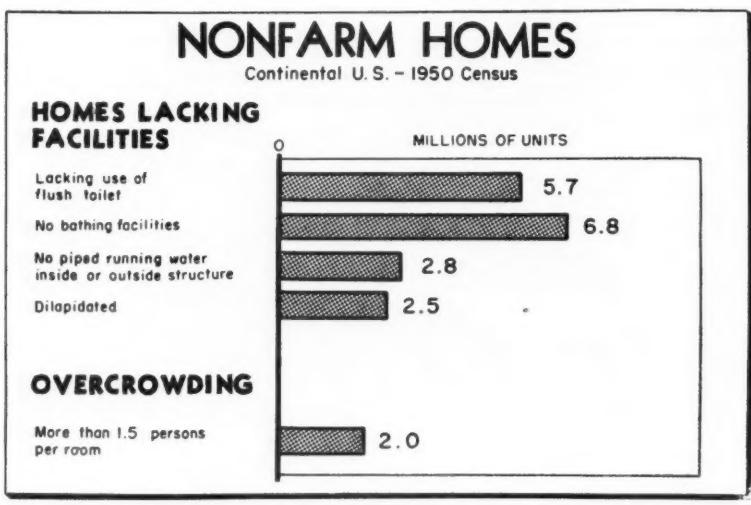
"**Inasmuch as** 7 million homes standing today were built 50 or more years ago and another 6 million are from 40 to 50 years old, the potential demand for Modernization work is tremendous," H. R. Northup, NRLDA executive vice-president, told Kentucky lumber dealers at their recent convention.

The Modernization potential in the U. S. this year has been estimated at \$10 billion by a materials manufacturer prognosticator.

A revealing index in the 1950 U. S. Census of Housing is that showing the age of houses. The first four individual state housing census reports reveal the following house age summaries:

**KENTUCKY** — total homes, 820,141. Built since '45, 13.6%; 1940-44, 6.1%; 1930-39, 15.1%; 20-29, 20.2%; before 1920, 45%.

**WEST VIRGINIA**—total homes,



# ASBESTOS SIDING?

**3** reasons why you should insist on  
**Johns-Manville**  
**SMOOTHGRAIN**



## **1** Superior Styling . . .

Viewed from any angle, Smoothgrain has a rich, grained texture, yet its surface is smooth and resistant to soiling. Colors are beautifully styled in deep autumn shades or smart springtime pastels. The pleasing grained texture and lasting colors are achieved by colored ceramic granules deeply embedded in the asbestos cement siding.

## **2** Outstanding Quality . . .

The J-M manufacturing process gives Smoothgrain Siding dimensional stability—resistance to shrinking—tight joints that won't open up later on. Furthermore, the built-in texture is so striking, that you can hardly see face nails and vertical joints.

## **3** Best Known Name . . .

The Johns-Manville name has been the standard of quality for 95 years. Color ads in national magazines and the Bill Henry Radio News Program are constantly building preference for products which carry the J-M name.

**For full information about Smoothgrain Asbestos Siding and other J-M Building products, write Johns-Manville, Box 60, New York 16, N. Y.**



**Johns-Manville**



# IDEAL COMPANION TO LUMBER SALES



**TWO SALES mean TWO PROFITS!** Every time a customer buys lumber or paint, he's in the market for protection against rot and termites, swelling and warping. You make *two sales* instead of *one* when you suggest Chapman *clean* Penta Wood Preservatives—Deep-Treat and Seal-Treat.

## Sell Seal-Treat for Paintable Surfaces

Water-repellent Seal-Treat makes an excellent prime coat for wood to be painted — sashes, doors, woodwork,

porches. Controls warping, shrinking, swelling . . . stops rot and termites.

## Sell Deep-Treat for Wood Not to be Painted

—fence posts, joists, sills, beams. General purpose Deep-Treat stops rot, kills termites—is clean and easy to apply.

Seal-Treat and Deep-Treat come ready-to-use in 55 gallon drums, 5 gallon or 1 gallon cans . . . attractively color-lithographed for over-the-counter selling; and with simple, informative directions on the packages to help your people make sales.

WIRE—WRITE—PHONE  
**CHAPMAN CHEMICAL COMPANY**  
DERMON BUILDING      MEMPHIS, TENNESSEE



Stock and Sell Chapman's  
Complete Line of

*Clean* WOOD PRESERVATIVES

544,075. Built since '45, 12.9%; 1940-44, 6.1%; 1930-39, 15.4%; 20-29, 21.2%; before 1920, 44.3%.

**SOUTH CAROLINA** — total homes, 557,672. Built since '45, 17%; 1940-44, 8.3%; 1930-39, 17.8%; 20-29, 19.4%; before 1920, 37.5%.

**MISSISSIPPI** — total homes, 609,329. Built since '45, 17.3%; 1940-44, 8.5%; 1930-39, 23.1%; 20-29, 22.2%; before 1920, 28.9%.

All of these houses should be maintained. At least half of them could stand some Modernization with several of the improved, easy to install materials and equipment that have come on the market since they were built.

The chart on page 52 indicates a substantial market for new bathrooms, kitchen sinks and cabinets, and plumbing fixtures. More prospects for Modernization! The housing censuses mentioned above give comparable state figures, as will other state housing reports yet to come.

Kentucky in 1950 was shown to have 13.9% of its homes with running water — but without toilet and bath. Another 32% did not have running water.

In West Virginia the score was 16% with water but no toilet or bath — and 22.5% without running water.

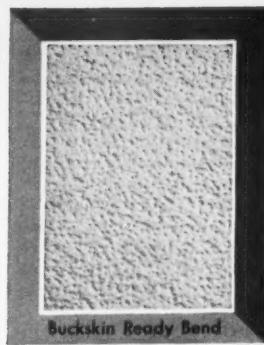
The South Carolina situation — 9.2% with water but no bath or toilet — and 46.3% without running water.

Mississippi fared little better. Score: 10.1% with running water but no toilet or bath, and 31.1% without running water.

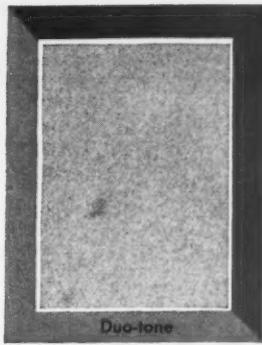
Because they were built small, many of the houses that have been occupied since World War II are prospects for More Room. Either in the form of additional rooms and storage space for growing children and family possessions, or in the form of a garage and tool house.

But all this M & N business will have to be sought; very little will walk into your store. It requires plenty of advertising, circulation of salespeople, and displays. And it requires friendly service, balanced stocks, convenient credit.

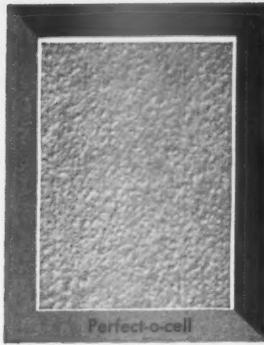
Above all, it calls for going after the hobby and handyman-around-home market. The \$75 a week bookkeeper obviously can't employ the \$150 a week painter or \$100 a week carpenter for long. The home-work field is booming because of the high cost of construction. (See MORE SALES NOW! page 115)



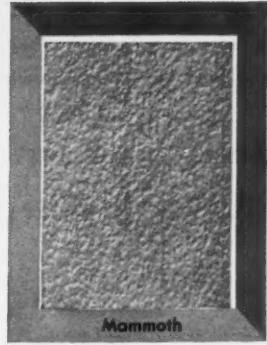
Buckskin Ready Bend



Duo-tone



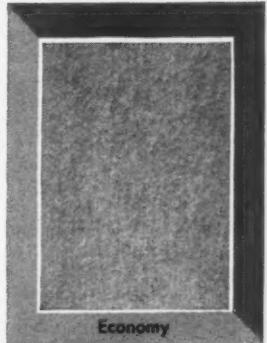
Perfect-o-cell



Mammoth



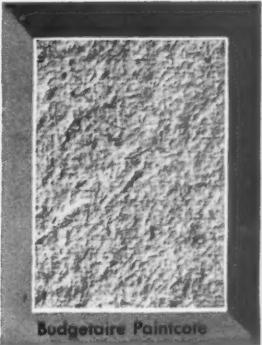
Let **PLASTERGON**  
paint this wallboard  
profit picture for you



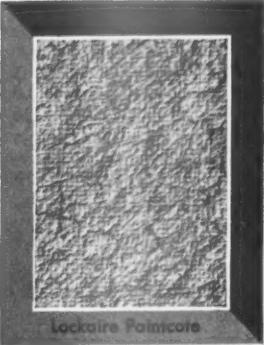
Economy



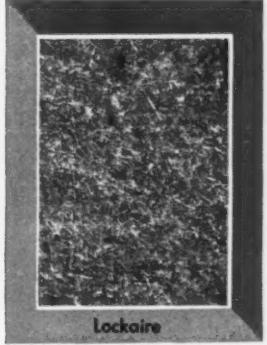
Ebony



Budgetaire Paintcote



Lockaire Paintcote



Lockaire

We'd blush at the suggestion that we're Old Masters . . . but we have what it takes to make a wall a work of art . . .

That's Plastergon . . . made in every type of wallboard your customer needs. Styled and specified to his exact requirement . . . and at the best price.

Let us help you to create a sales masterpiece with the complete Plastergon line. *Ask us for full details and product literature.*

## PLASTERGON Wallboards

THE PLASTERGON WALLBOARD COMPANY  
P. O. Box 40, Station B, Buffalo 7, N. Y.  
Cable Address, "Plastergon" • Phone Riverside 3370

Check this list . . .  
you'll find a wallboard  
for your every need

**BUCKSKIN READY BEND** — 1/10" pebbled wallboard especially useful in display work. 4' x 8' panels . . . 20 pieces per bundle.

**DUO-TONE** — 2-color wallboard in 6 different color combinations. Four-ply . . . 48" wide . . . 6 to 12 ft. long. Bundles of 12.

**PERFECT-O-CELL** — Approximately 3/16", 4-ply, pebbled wallboard with extra sizing on both sides. Rich cream color. 48" wide . . . lengths 6 to 12 ft.

**MAMMOTH** — Approximately 1/4", 5-ply, pebbled wallboard of great beauty and strength. 48" wide . . . standard lengths 6 to 12 ft. Bundles of 10.

**ECONOMY** — A lot of value at low cost. Smooth finish, both sides. 4-ply . . . 48" wide . . . 6 to 12 ft. long . . . bundles of 12.

**EBONY** — 1/8" asphalted underlay board. 30" x 48" (100 sq. ft. per bundle). Also standard panels 48" wide, 4 to 12 ft. long.

**BUDGETAIRE PAINTCOTE** — 5/16" insulating board. Licorice root fibres. Factory painted one side. 48" wide . . . 6 to 12 ft. Bundles of 10.

**LOCKAIRE PAINTCOTE** — 1/2" insulating board. Licorice root fibres for greater strength. Factory painted one side. 48" wide . . . 6 to 12 ft.

**LOCKAIRE** — 1/2" and 25/32" Asphaltic board. 48" wide . . . 6 to 12 ft. long. Also v-joint panels 2' by 8'. 25/32" building boards.

# ASSOCIATION ACTIVITIES

## Southwestern Dealers Hear of "Brighter Future for Business"

**OPTIMISM** over the future of the free enterprise system under a new national administration less tolerant of extravagance, and relief in prospective liberation from manifold Federal government forms and controls was expressed by principal speakers before the 65th annual convention of the Southwestern Lumbermen's Association in the Municipal Auditorium in Kansas City, Mo., January 28-30.

One of the most outspoken on this line of thinking was the retiring president, Henry H. Jones of Little Rock, who expressed belief that "we have a safe, sound, and sane Federal government at present" and added that he was optimistic about the future.

"Soon, perhaps, we can devote more of our time to operation of our business and less to the study and interpretation of government laws and bureaucratic orders.

"Ordinarily, business and politics are not supposed to mix, but in the past few years businessmen have been forced to mix in politics.

"We hope now we are nearing the end of government by lobbies and pressure groups."

He added the opinion that men in

the lumber or any other business should make their transactions reflect their lives, because none can live with a double standard.

After the annual election, Jones stepped down from the presidency to be succeeded by Fred S. Stephenson, of Chickasha, Okla., who was advanced from first vice-president.

Sam M. Arnold, Kirksville, Mo., moved up to first from second vice-president and C. M. McAllister, Garden City, Kan., was advanced from third to second vice-president. The new third vice-president, Jack R. Grobmyer, of Little Rock, Ark., was elected from the ranks of the executive committee. Allan T. Flint continues as secretary.

Eleven new directors were elected and one of them, Robert Stair of Little Rock, Ark., was also appointed to the new executive committee. Here he will serve with the officers and six other appointees—Walter A. Lambert, Leavenworth, Kan.; D. J. Fair, Sterling, Kan.; Charles Buffum, Louisiana, Mo.; George H. Squires, Springfield, Mo.; William Stewart, Jr., Shawnee, Okla., and Roy T. Hoke, Jr., Stillwater, Okla.

Directors elected in addition to Stair are: Arkansas, Earnest Forbes

of Bald Knob, Kansas, Charles P. Lundgren of Colby, Glen Humburg of La Crosse, and Phil E. Bruner of Mission, Missouri. Odell Williams of Kennett, L. H. Landgraf of Cape Girardeau, and R. L. Sweet of Kansas City, Oklahoma, V. J. Steger of Durant, Dale Morrow of Lawton, and Joe E. Osborne III of Woodward.

One of the surprise hits of the speaking program was an address, "Pattern for Success," by James Q. duPont, of the public relations department of the E. I. duPont de Nemours and Company. For his address the auditorium's "Little Theater" was all but filled, largely from curiosity, as many of the delegates privately expressed an interest in both seeing and hearing a duPont.

**Jim duPont**, as he referred to himself, a great-great-grandson of the founder, soon had many in the audience taking notes on his 10 points in "Pattern for Success." These he enumerated as: Have a product that fills a need, have job know-how, meet competition, improve the product through research, practice thrift and economy, add capital as needed, plow back earnings heavily, diversify and departmentalize, have owner-management, and treat people right. He said these points built the duPont Company and in relating them he stirred in some of the humor, pathos, and romance that are part of the history of this gigantic business.

H. J. Munnerlyn, president of NRLDA from Bennettsville, S. C.,



THE NEW OFFICERS of the Southwestern Lumbermen's Association are seen above following their recent election in Kansas City. Convention sessions were held at the Municipal Auditorium.

From left, the front row includes: Allan T. Flint, Kansas City, secretary-manager; Sam M. Arnold, Kirksville,

Mo., first vice-president; Fred S. Stephenson, Chickasha, Okla., president.

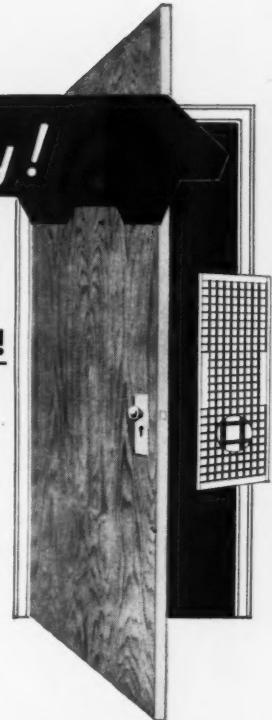
Back row, from left: Jack R. Grobmyer, Little Rock, Ark., third vice-president; C. M. McAllister, Garden City, Kan., second vice-president, and Henry H. Jones, of Little Rock, retiring president.

these doors  
open  
to profits

and **CURTIS** is your key!

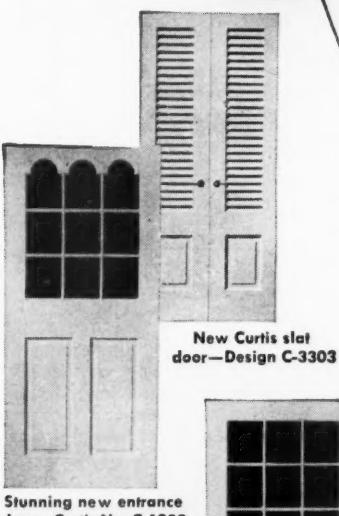
### Flush doors that Stay Sold!

Here's the flush door with the gilt-edged reputation that means extra sales and no "come-backs"—for Curtis dealers! It's the Curtis New Londoner hollow-core flush door—with the patented all-wood interlocking core and sealed construction that eliminate warping and sagging. Beautiful face panels in matched-grain native woods. The Curtis New Londoner meets today's demand for flush door quality. Also available, Curtis Plyoneer hollow-core flush doors—same sturdy construction, except that face panels are not matched for color or grain.

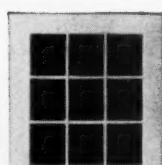


### New Curtis Doors for Every Style Home

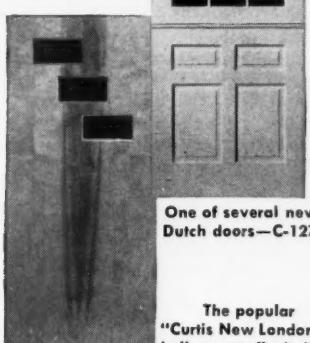
Curtis dealers are cashing-in on today's demand for distinctive new door styles with the wide variety of Curtis interior and exterior doors, which fit every architectural style of home. These smooth-surfaced paneled and flush doors are easily decorated in the colors of the owner's choice—satisfying today's trend for more color in the home, or the soft natural finishes. Through years of consistent advertising and promotion, Curtis has built customer acceptance second to none in the woodwork field. No wonder it's easier to sell Curtis Woodwork than to sell against it.



Stunning new entrance door—Curtis No. C-1032



One of several new Dutch doors—C-1273



### CURTIS COMPANIES SERVICE BUREAU

Clinton, Iowa

A Department of Curtis Companies Incorporated



Clinton, Ia. • Wausau, Wis. • Chicago, Ill.  
Sioux City, Ia. • Lincoln, Nebr. • Topeka, Kan.  
Minneapolis, Minn. • New London, Wis.

**Facts**  
ON WEATHERSTRIPPING

ZEGERS Incorporated  
300 South Chicago Ave., Chicago 17, Illinois

*Here's Proof*  
that **Dura-seal** provides  
the greatest  
weatherstripping efficiency!

Send now for a free copy of "Facts On Weatherstripping"! It clearly analyzes two important weatherstrip tests, one by the University of Minnesota for the Weatherstrip Research Institute; the other by Hunt Laboratories for Zegers, Incorporated. It gives actual figures on fuel savings in various sections of the country . . . compares various types of weatherstripping . . . shows you why Zegers Dura-seal reduces air infiltration more than any other equipment. It's a folder that will be of interest to all . . . home owners, prospective home owners, builders, sash and door jobbers, retail lumber dealers, architects and weatherstrip contractors. Write for your copy today!

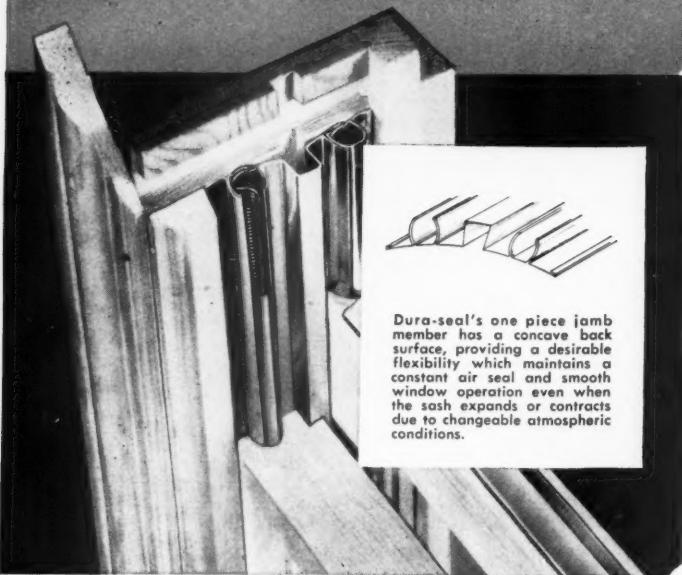
Zegers Incorporated,

8088 South Chicago Ave., Chicago 17, Illinois.

# ZEGERS

*Dura-seal*

COMBINATION METAL WEATHERSTRIP • SASH BALANCE



Dura-seal's one piece jamb member has a concave back surface, providing a desirable flexibility which maintains a constant air seal and smooth window operation even when the sash expands or contracts due to changeable atmospheric conditions.

said he was "from the once-solid South" and expressed the opinion that the new national administration will try to help, rather than harass, private enterprise.

"We must never forget that the less we ask from government the fewer controls there will be over our free enterprise system," he warned. Munnerlyn added that after "two most profitable years" in the building and supply field, he expected general expenditures to remain at the level of 1952, consumer buying power to remain high, and completion of a million homes during 1953.

With the subject, "How to Make Your Advertising Pay a Profit," Gates Ferguson reminded the convention that women control more buying power than men. He is director of advertising and sales promotion for the Celotex Corp.

"In building materials, women make the decision where the material involves odor, color, texture, comfort, and convenience," Ferguson explained.

"Formulating Sound Financial Policies" as this function affects the building material business was discussed by Howard E. Kroll, of Dun and Bradstreet, Inc., Chicago, Ill. He explained these three fundamental financial policies as (1) investment in fixed assets should not be excessive; (2) working capital should be adequate for sales, and (3) inventories should be less than 100 per cent of working capital.

Other speakers were Don Ross, merchandising manager of the Meredith Publishing Co. of Des Moines; William E. Phifer, D.D., of the Central Presbyterian Church, Kansas City; and Charles T. Evans, assistant to the president, Arkansas Power and Light Co., Little Rock, who was introduced by E. DeMatt Henderson, secretary of the Arkansas Association of Lumber Dealers.

In a Hoo-Hoo concatenation the afternoon of January 28, 20 kittens were inducted into the lumbermen's fraternity and following this ceremony an estimated 350 attended the usual Hoo-Hoo stag dinner.

Another traditional feature, the merchandising show, filled the exhibit hall of the auditorium to capacity with displays.

For the principal general entertainment feature the association departed from the practice of serving a banquet, dressed with a floor show. This year there was no banquet, but a concert by Fred Waring's Pennsylvanians.

Dates for the 1954 convention have already been designated as January 27-29.

---

WHAT IS THE "Price of Survival in a Danger-Filled World"? Read the challenging answer to this question by Lee Wiggins on page 100 of this S<sup>2</sup>B'S.

---

# How you can get more building and remodeling business in '53

*Team up with the  
great new national advertising  
campaign CELOTEX  
is putting to work for you!*

All through 1953, we'll be telling millions upon millions of people—"SEE YOUR CELOTEX DEALER WHEN YOU BUILD OR REMODEL!" And, we'll be giving them some mighty compelling reasons for doing so, too!

... in colorful, full-page ads featuring both building and remodeling in *The Saturday Evening Post*, *Better Homes & Gardens*, *American Home*, *Small Homes Guide*.

... in sparkling, four-color interior remodeling ads in *Better Homes & Gardens* and *American Home*.

... in hard-selling remodeling ads in *Farm Journal*, *Successful Farming*, *Progressive Farmer* and other leading farm magazines.

That's the powerful Celotex national advertising line-up for 1953! Now, how do *you* use it to get more building business, more remodeling business? Simple. First, stock the complete Celotex line of building and remodeling products! Second, identify your establishment as "Celotex Headquarters" in your community!

Celotex makes it easy by supplying all the display and promotion material you need! ... Ad mats for your local newspaper advertising ... Big, full-color posters ... Attractive folders ... Publicity releases and mats ... The great new 1953 Celotex Book of Homes ... A new, 32-page remodeling book. Use them all and look ahead to a bright 1953!

*Sales come easier—when you feature genuine*

## CELOTEX REG. U. S. PAT. OFF. BUILDING PRODUCTS

THE CELOTEX CORPORATION • 120 S. LA SALLE STREET • CHICAGO 3, ILLINOIS



**Look!** Here's the first of the colorful, full-page ads Celotex is running in '53. Each ad will direct prospects to you for information, guidance and materials when building or remodeling.



## Get Set to Go!

**MISSISSIPPI** Retail Lumber Dealers Association: March 11-12, Heidelberg Hotel, Jackson. Exhibits.

**CAROLINA** Lumber and Building Supply Association: March 17-19, Battery Park and Vanderbilt Hotels, Asheville, N. C. Exhibits.

**LOUISIANA** Building Material Dealers Association: March 18-19, Jung Hotel, New Orleans. Exhibits.

**TENNESSEE** Building Material Association: March 24-26, Gatlinburg.

**GEORGIA** Building Material Merchants: March 30-April 1, Hotel Bon Air, Augusta.

**ARKANSAS** Association of Lumber Dealers: April 8-9, Hotel Marion, Little Rock.

**FLORIDA** Lumber and Millwork Association: April 16-18, Sherry Fraternal and Monte Carlo Hotels, Miami Beach.

**TEXAS**, Lumbermen's Association of: April 19-21, Municipal Pier, Galveston. Exhibits.

**SOUTHERN** Woodwork Association: spring meeting, April 27-28, Jung Hotel, New Orleans, La.

### Hear of "Finance, Inc."

D. G. McNair and Gene Ebersole explained Lumbermen's Finance, Inc., to members of the Valley Lumbermen's Association at the February 12 meeting in Harlingen, Tex.

The new corporation was formed by members of the Lumbermen's Association of Texas to finance low-cost homes under FHA Title I, Section 8, and Title II.

### Oklahoma Dealers Get Farm Buildings School

As special training for dealer personnel in a farming region, the Oklahoma Lumbermen's Association is sponsoring a farm and ranch building short course at Oklahoma A and M in Stillwater, March 12-14.

The enrollment fee of \$10 will pay for tuition, books, and graduation luncheon.

Lectures cover what people want in farm homes, concrete masonry, lumber grades for farm buildings, trussed rafters, pole frame buildings, estimating farm buildings, galvanized roofing and siding, farm building plans, wood preservation, and sales promotion.

Demonstrations in the agricultural engineering laboratory will cover construction points especially suited to farm structures.

## Dealers from Six Mid-South States See New Materials, Hear Cheery Forecasts

THE MORE than 600 dealers who attended the fourth annual Mid-South Building Material Dealer Convention came away with a brighter picture of the sales outlook for 1953. The Fischer Lime and Cement Co. sponsored the convention, February 11-12, at the Hotel King Cotton in Memphis, Tenn.

William N. Fry Jr., president of Fischer, said that on the basis of trade reports, 1953 should be a near record year. He predicted a total of 1,100,000 homes would be built in the United States during the year, with Memphis and the Mid-South getting their fair proportion. Homebuilding, nationally, is expected to total \$32,600,000,000 for 1953, he added.

Fry pointed out that the Associated General Contractors are looking for commercial, industrial, and institutional construction this year totaling \$44,000,000,000 for the country as a whole, compared with \$42,300,000,000 in 1952.

The bright outlook was echoed by Martin Coffey, general sales manager of the Philip Carey Manufacturing Co. He predicted that the population of the United States will be 170,000,000 by 1960, and by that time 30,000,000 families would have to be housed.

"Business in the building materials field, therefore, should not decline, but should continue to grow," he declared.

Twenty-four of the 251 manufacturers represented by Fischer Lime and Cement Co. were represented by large exhibits. The displays covered the entire 10th floor of the King Cotton Hotel.

Important new items in the building materials field attracted many homebuilders as well as dealers. Dealers came from six Mid-South states, and also from states as far away as Illinois and Texas. Fischer announced the addition of two new brand lines of products — Barrett roofing and TFC ornamental iron-work.

Other Fischer executives appearing on the program were Carroll L. Joachimi, assistant to the president; W. F. McGee Sr., vice-president, and John F. Humphrey, wholesale manager.

Gates Ferguson, director of advertising for the Celotex Corp., told dealers "How to Make Your Advertising Pay a Profit."

Other speakers were D. K. Kelley, district manager of Dun & Bradstreet, Inc.; William W. Mitchell, vice-president of the First National Bank of Memphis, and Armand J. Gariepy, sales trainer and motivation expert of Barre, Mass.

Entertainment included luncheon, buffet dinner, and cocktail parties. Attending dealers hailed the convention as the finest in the series sponsored by Fischer.

For having the oldest dated



W. N. FRY JR., left, president of the Fischer Lime and Cement Co., congratulates C. G. Dyer on winning a suitcase for bringing the oldest Fischer invoice, dated February 12, 1912, to the Mid-South convention. In background is the exhibit of the Tennessee Fabricating Co., whose line of ornamental iron products is now distributed by Fischer.



# *Fitite* SHAKES ARE OPEN-AIR DRIED

**The wise builder knows that  
Nature dries best . . .**

There really isn't much of a trick to drying a pre-stained cedar shake — if you are willing to take the time and go to the trouble of doing the job right. Dozens of experiments have been tried in an effort to find a "quick" way to do the job. Hot lights, hot air, and hot ideas of a dozen kinds have been tried. We at Colonial Cedar Company have studied all of the short-cut suggestions, and we've found that nothing beats good old mother nature for drying shake stain.

So we just use mother nature.

We take the time to "hang Fitite Shakes out to dry" in the good old fresh air. Takes a lot of doing, a lot of storing, a lot of waiting; but it assures us that we are giving Fitite Shakes the best stain coverage in the business. Have you compared Fitite Shakes with the rest?



**COLONIAL CEDAR COMPANY, INC.**  
600 WEST NICKERSON STREET, SEATTLE 99, WASHINGTON

Fischer invoice, C. G. Dyer of Dyer Bros. Lumber Co., Halls, Tenn., received a cowhide two-suiter suitcase.

For producing the oldest dated letter on a Fischer letterhead, Mrs. Effie Lee Gillespie, manager of Aberdeen Lumber Co., Aberdeen, Miss., received an electric roaster. Mrs. Gillespie submitted a letter dated June, 1915. The Aberdeen Lumber Co. is owned by Charles E. Tregas Jr.

A \$15 Stetson hat was given each dealer identifying himself in a group picture of a 1928 Fischer dealer meeting.

## Henry Munnerlyn Addresses Alabamians

Henry J. Munnerlyn, president of the National Retail Lumber Dealers Association and contracting building material dealer in Bennettsville, S. C., delivered a double-barreled speech at the annual dinner meeting of the Alabama Building Material Exchange in Birmingham on February 14.

First, he explained the organization and services of the national association. "Your association is well thought of and well represented by high-quality men in Washington," he asserted.

Second, Munnerlyn explained a dozen ways his firm serves its South Carolina community and gets its share of the building business there.

Official motion pictures of the Orange Bowl Alabama-Syracuse football game were shown.

## MALA Speakers Promote Creative Selling

Recommending that retail lumber dealers keep inventories at a reasonable level, Roy Wenzlick told members of the Middle Atlantic Lumbermen's Association that "everything possible will be done to help business maintain a high volume" during the next few years. Head of Roy Wenzlick and Company, real estate analyzing firm, he spoke in a forum at MALA's recent 61st annual convention in Atlantic City. J. Ewing Kennedy, Pennsylvania Railroad, moderated this forum.

The 1,699 retail dealers, suppliers, and guests who attended the convention witnessed the presentation of the association's Silver Plaque Award to Arthur A. Hood, editor of *American Lumberman*. Hood was recognized for "lifelong devotion to the cause of retail building material dealers."

Russell Yale Mohr, Philadelphia, received a sterling silver bowl as the annual Civic Achievement Award, presented by MALA directors.

Re-elected officers included G. Hunter Bowers, president; W. R.



A 1912 PHOTO of the first officers and directors of the Alabama dealers association created laughs and memories at the annual banquet of the Alabama Building Material Exchange in Birmingham on February 14. New officers of the group are seen admiring the 40-year-old picture in which only two current members of the association appear — W. W. Snead Sr. and W. Thornton Estes. The latter, at left, continues as president of the exchange. Serving with him, from left, are Vice-Presidents Albert Holman, Northport, and H. P. Woodson, Fairfield; Mrs. Mary K. Harless, executive secretary, and Treasurer H. H. Caldwell, Birmingham. Other new vice-presidents are Thomas D. Edgil, Decatur; H. Curjel, Mobile, and Clyde Bear, Montgomery. James D. Rucker, Birmingham, is the dealer secretary.

Lamar, Frank M. Hankins Jr., Luther H. Schmoyer, and Hugh M. Peter, vice-presidents; Robert A. Jones, executive director, and Ray E. Latschaw, secretary-treasurer.

Among those added to the board of directors were Watson Malone III, J. Hammond Geis, Claude G. Ryan, and Elias W. Nuttle, all past-presidents; S. F. M. Adkins; Frank W. Romig; E. Alden Lakin; U. L. Harman, and W. R. Lamar.

## Carolinians to Hear Campbell and Countess

Among the top-flight speakers to be heard at the 30th annual convention of the Carolina Lumber and Builders Supply Association in Asheville, N. C., March 17-19, will be Don A. Campbell and Countess Pulaski.

A Lebanon, Ky., dealer, mayor, and executive vice-president of the Kentucky Retail Lumber Dealers Association, Campbell will speak on "What I See in '53 for the Retail Lumber Dealer."

A notable world traveler, Countess Pulaski will speak on "My Life as a Spy" at the closing convention banquet.

Other speakers at the Carolina convention in the Municipal Auditorium will include Henry J. Munnerlyn, N.R.L.D.A. president; Art Hood, magazine editor; Mrs. Marie Bennett, secretary of the Florida Lumber and Millwork Association, and E. B. Wilson, N.R.L.D.A. public relations director.

## Bob Swiger Heads West Virginia Group

Over 200 dealers and guests gathered at the Daniel Boone Hotel in Charleston for the 40th convention of the West Virginia Lumber and Builders Supply Dealers Association, January 26-27.

C. R. Lantz was succeeded as president by Robert N. Swiger, Southern Pine Lumber Co., Clarksburg.

Three new vice-presidents were elected: J. C. Parrish, Spencer; Glen Kincaid, Oak Hill, and George W. Kelly, Charleston. Re-elected were Lester D. Harer, Logan, and Daniel E. Wagoner, Huntington.

New directors are Lantz; A. L. Rohrer, Beckley, and Charles Green, Buckhannon.

Following the opening luncheon, G. F. Hoppe gave pointers on better dealer advertising methods in his talk, "Lucky You—Four Leaves to Profit." Hoppe is sales promotion manager for the Insulite Division of the Minnesota and Ontario Paper Co.

One of the nation's leading chemists in the paint and varnish field, Dr. J. S. Long, spoke on "Science in Our Lives." He has been chemical director of the Devoe and Reynolds Co. since 1934.

"The Proper Uses of Concrete Masonry in Conjunction with Other Building Materials" was covered by J. R. Snowball, Portland Cement Association. He explained ways dealers can get more profits through greater knowledge of concrete uses. As a

**THERE'S A  
UALCO WINDOW  
FOR  
EVERY OPENING**



DOUBLE  
HUNG  
WINDOW



JALOUSIE  
WINDOW



CASEMENT  
WINDOW



AWNING  
WINDOW



COMMERCIAL  
PIVOTED  
WINDOW



COMMERCIAL  
PROJECTED  
WINDOW



HOPPER  
WINDOW



TWINSUL  
PICTURE  
WINDOW



BASEMENT  
WINDOW



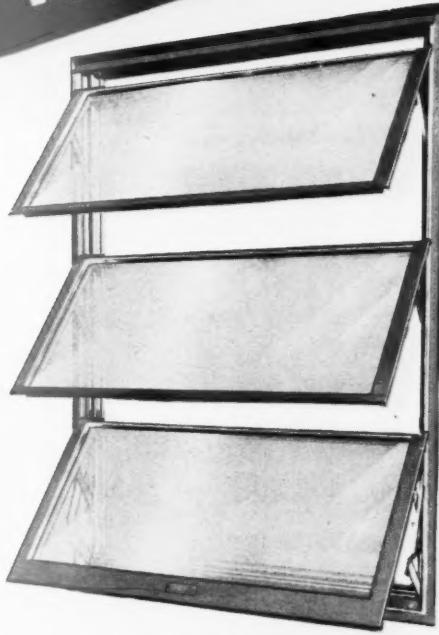
UTILITY  
WINDOW

**THE COMPLETE LINE  
See Our Catalog  
in Sweet's**

# HERE'S THE Awning WINDOW WITH



## ALUMINUM AWNING WINDOW



### CENTER OPERATOR

ALSO AVAILABLE R/L (JAMB OPERATOR OPTIONAL)

**FUNCTIONAL • BEAUTIFUL • VERSATILE**

Here's a window with the heaviest frame . . . with torsion bar Oilite bearings . . . Jiffy-Quick Sill Clips . . . Extruded Flush Screen . . . in a complete size range.

A window that gives maximum ventilation—over 90° opening—yet closes weather-tight at a finger's touch . . . completely weatherstripped with Koroseal. Bottom ventilator opens for night ventilation, while upper ventilators remain locked and closed. All ventilators automatically lock—no external locking attachments. The top ventilator lowers four inches for easy cleaning.

What's more, installation is easy, low-cost. Integral fin completely surrounds window. Takes standard brick fin and fin trim.

Homeowners really go for the many interesting combinations they can achieve—using both fixed panels or all operating vents—to fill any window opening. To provide varying window areas.

Both beautiful and adaptable—the Ualco Awning window meets today's homeowners' demands! Stock 'em! Show 'em! Sell 'em!

UNION ALUMINUM COMPANY, INC. • SHEFFIELD, ALABAMA

**Tear Off  
Mail  
Today**

UNION ALUMINUM CO., INC., Sheffield, Alabama  
Gentlemen:  
Please rush technical data and prices. SBS-3

Name.....

Address.....

City..... State.....

housing and production engineer, he pointed out various new applications of concrete.

The latest news on legislation in Washington and its relation to operation of retail businesses was reported by H. R. (Cotton) Northup. This executive vice-president of the National Retail Lumber Dealers Association pointed out that "Washington is Nearer Than You Think."

Vincent Hartnett, former Naval intelligence officer and present radio and television producer, spoke on "Red Stars in Show Business."

## Heads Ponderosa Pine

Arthur H. Mohring, a vice-president of Edward Hines Lumber Co., Chicago, was elected president of Ponderosa Pine Woodwork at the annual association meeting February 10 in Chicago.

Other new officers include F. A. Hoerner, Rockwell Sales Corp., vice-president; J. D. Rowland, Andersen Corp., secretary, and Paul Curtis, J. Neils Lumber Co., treasurer.

R. H. Morris continues as general manager of PPW.

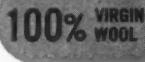
## S. W. Dealers Conclude Sixth Short Course

The Southwestern Lumbermen's Association sponsored its sixth annual 30-day course for building material personnel at the University of Kansas City, February 2-March 6.

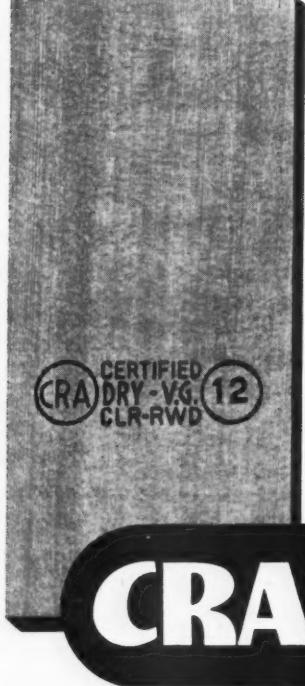
From Arkansas, students included Caroline Favre and Paul J. Hiegel, both from the Hiegel Lumber Co. in Conway, and James C. Fernald, Independent Lumber Co., El Dorado.

From Kansas: Laverne Casaleto, Inter-Urban Lumber Co., Arma; John Kilian, Erickson Building Supply, Clay Center; Ralph E. Coate, T. M. Deal Lumber Co., Dodge City; Robert D. Siddens, Builders Supply, Inc., Junction City; Bob G. Haines, Western Hardware and Supply Co., Leoti; Carl W. Hogan, T. M. Deal Lumber Co., Medicine Lodge; Arnold G. Winson, D. J. Fair Lumber Co., Nickerson; James H. Stoughton, Hodges Brothers, Olathe, and Harold L. Gibson, Hagen and Halliday Lumber Co., Wellington.

From Missouri: Paul E. Gibson and Vincil D. Byers, J. B. Russell, Inc., Cameron; Bernard R. Grice, Nu-Way Lumber Co., Columbia; Garland Battalia, T. E. Snowden Lumber Co., Grant City; Charles E. Baumstark, Hermann Lumber Co., Hermann; Dean Winingham, Badger Lumber Co., Kansas City; Carl A. Moeller, Southwestern Lumbermen's Association; Thomas C. Young, R. L. Sweet Lumber Co., Kansas City; J. B. Perkins, P. E. Jepson Lumber, Macon; Henry Reis, Big Bend Lumber Co., Maplewood; Chester V. McClurg, Maryville Lumber Co., Maryville; Dean E. Ellenberger, D. F. Ellenberger, Plattsburg, and Paul W. Roth, Frank B. Powell Lumber Co., Rolla.

What this mark  means on clothing...

this mark  means on redwood



**GRADE-MARKED**  
FOR EASY HANDLING

**TRADE-MARKED**  
FOR EASY SELLING!

**CRA**

**REDWOOD**

When you see the grade-mark of the California Redwood Association on a piece of lumber, you can be sure it will give your customers the fine performance Redwood is capable of giving! For every board foot of CRA Redwood is graded, milled and seasoned to exacting standards. Why take chances? Offer your patrons the best—grade-marked, trade-marked, Certified Dry CRA Redwood—the quality Redwood processed by the reputable member firms of the

### CALIFORNIA REDWOOD ASSOCIATION

576 SACRAMENTO ST., SAN FRANCISCO 11

Holmes Eureka Lumber Co. • Northern Redwood Lumber Co. • Pacific Lumber Co. • Rockport Redwood Co. • Simpson Logging Co. • Union Lumber Co. • Warm Springs Redwood Co. • Willits Redwood Products Co. • Wolf Creek Timber Co., Inc. • Arcata Redwood Co. • Coastal Plywood & Timber Co. • Eureka Redwood Lumber Co. • Hammond Lumber Co.

## Films, Charts to Enliven Mississippi Meeting

The popularity of Dr. J. L. Brakefield at last year's convention has brought him back this year to open the first luncheon session of the Mississippi Retail Lumber Dealers Association. Dealer members will gather in Jackson, March 11-12.

Gates Ferguson, advertising director of the Celotex Corp., who will show some sound slide films of actual ads used by lumber dealers to get results.

Howard O'Brien, trade promotion manager of the Southern Pine Association, will show a new film, "The Sound of America."

"The American Wood Window Institute — Past, Present, Future" will be covered by Erle Racey, the institute's secretary-manager.

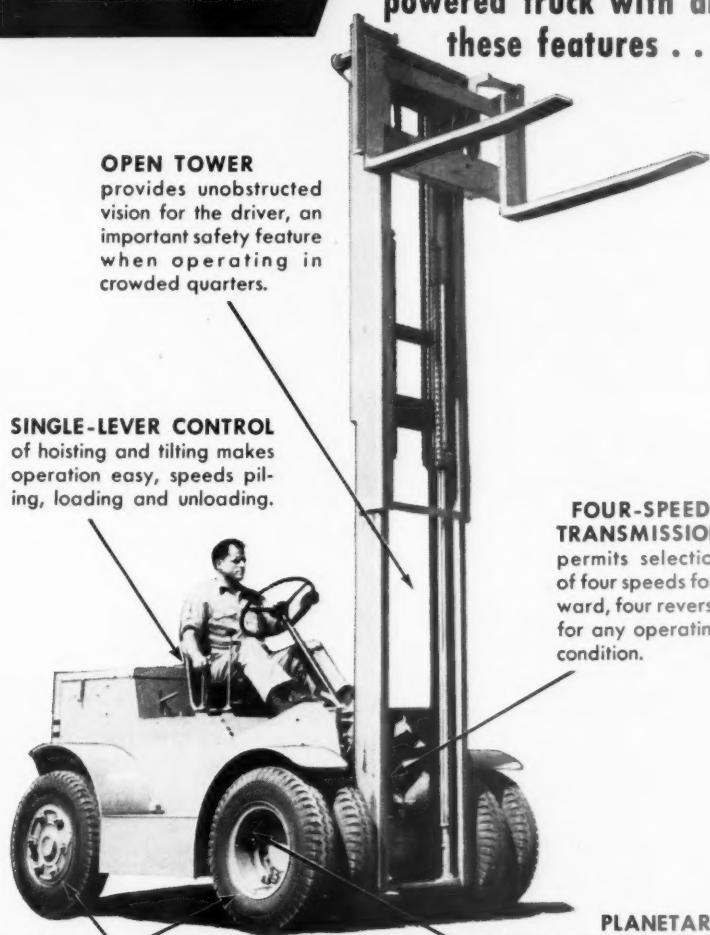
Gerry F. Hoppe, sales promotion manager of the Minnesota and Ontario Paper Co., will also speak.

HERE'S THE  
FORK TRUCK  
YOU'VE BEEN  
NEEDING...

# ROSS

## SERIES 6

the only 6,000 lb. gas-powered truck with all these features . . .



**SAME  
TIRE-SIZE FRONT AND REAR**  
permits switching tires for lengthier service, simplifies stocking of spares. 7.50-15 standard, 8.25-15 optional

For materials handling savings up to 75%, you can count on the Ross Series 6. It's engineered throughout for *all-around* top performance. Weight is balanced to achieve the best in stability and traction. It has more *live* counterweighting than any other truck of comparable size and ruggedness. It affords the best in driver-visibility. It's easy to handle, economical to operate.

When you need a fork truck in the 6,000-pound range, invest your money in a truck that's engineered for *your* needs. You'll be way ahead. For complete information on the Ross Series 6, call your nearest Ross dealer.

**THE ROSS CARRIER COMPANY**

*Direct Factory Branches and Dealers Throughout the World*

**170 MILLER ST., BENTON HARBOR, MICH., U.S.A.**

Rely On  
**ROSS**

See your nearest  
**ROSS**  
distributor

### ARIZONA

**E. D. Flournoy Company**, Willard B. Bullock, P. O. Box 3945, Phoenix, Arizona

### ARKANSAS

**Soltz Machinery & Supply Co.**, 310 Tennessee Street, Pine Bluff, Arkansas

### CALIFORNIA

**The Ross Carrier Company**, 2700 Santa Fe Avenue, Los Angeles 11, California  
**The Ross Carrier Company**, 2440 Third Street, San Francisco 7, California

### COLORADO

**Hahn Equipment Company**, 1745 Blake Street, Denver 2, Colorado

### GEORGIA

**The Ross Carrier Company**, 906 Flint Avenue, Albany, Georgia

### ILLINOIS

**The Ross Carrier Company**, John J. Mlynski, 636 N. Albany Avenue, Chicago 12, Illinois

### INDIANA

**The Ross Carrier Company**, M. B. Dickey, 325 Bankers Trust Bldg., Indianapolis 4, Indiana

### MASSACHUSETTS

**The Ross Carrier Company**, Perry Marston, 900 Statler Bldg., Boston, Massachusetts

### MICHIGAN

**Contractors Machinery Company**, 333 Midland Avenue, Detroit 3, Michigan

### MINNESOTA

**Wm. H. Ziegler Co., Inc.**, 2929 University Avenue, Minneapolis 14, Minnesota, also 330 Garfield Avenue, Duluth 6, Minnesota

### MISSISSIPPI

**The Ross Carrier Company**, Highway 80 West, West Jackson, P. O. Box 2542, Jackson, Mississippi

### MISSOURI

**Buchanan Equipment Company**, 939 West 8th Street, Kansas City, Missouri  
**Fred R. Ramsen and Associates**, 4903 Delmar Blvd., St. Louis 8, Missouri

### NEW MEXICO

**E. D. Flournoy Company**, 217 S. 6th Street, Albuquerque, New Mexico

### NEW JERSEY

**The Ross Carrier Company, Inc.**, 256 Observer Highway, Hoboken, New Jersey

### NEW YORK

**Rupp Equipment Company**, 101 Great Arrow Avenue, Buffalo 16, New York, also 1011 Buffalo Road, Rochester 11, New York

### OHIO

**Carroll & Edwards Company**, Richmond and McLean Streets, Cincinnati 3, Ohio, also P. O. Box 35, No. Dayton Station, Dayton 4, Ohio

**Columbus Equipment Company**, 50 E. Kingston Avenue, Columbus, Ohio

**R. A. Elwell & Company**, 2239 Hamilton Avenue, Cleveland 14, Ohio

**Howard T. Moriarty Company**, 437-39 Broadway, Toledo 4, Ohio

### OREGON

**General Machinery Company**, 122 S. W. First Avenue, Portland 4, Oregon

### SOUTH DAKOTA

**South Dakota Equipment Company**, 324 East Blvd., Rapid City, South Dakota

### TENNESSEE

**Nixon Machinery & Supply Co.**, Carter at 13th Street, Chattanooga, Tennessee

### TEXAS

**Brown-Ferris Machinery Co.**, P. O. Box 2552, 2619 Texas Avenue, Houston 1, Texas, also 305 Exposition Avenue, Dallas 1, Texas

**E. D. Flournoy Company**, 310 E. Missouri Street, El Paso, Texas, also

**Dale Rice, c/o E. D. Flournoy Co.**, Box 122 Lubbock, Texas

**J. E. Ingram Equipment Company**, 1146 West Laurel, P. O. Box 2340, San Antonio 6, Texas

### UTAH

**Modern Equipment Company**, 52 West Second South Street, Salt Lake City, Utah

### VIRGINIA

**The Ross Carrier Corporation**, 1604 MacTavish Avenue, Richmond, Virginia

### WASHINGTON

**Bader Machinery Company**, East 1511 Sprague Avenue, Spokane, Washington

**The Ross Carrier Company**, 1401 West Garfield Street, Seattle 99, Washington

**Star Machinery Company**, 1741 First Avenue South, Seattle 4, Washington

### WISCONSIN

**Milwaukee Power Equipment Co.**, 1111-25 West Bruce Street, Milwaukee 4, Wisconsin



About 200 more Knox Homes have been added to this attractive Fleming Heights subdivision in Augusta, Ga., in the past year. All are roofed with *Certain-teed* Thick Butt Asphalt Shingles.

## **EVERY HOME IN THIS MODERN DEVELOPMENT** **ROOFED WITH CERTAIN-TEED THICK BUTT SHINGLES**

*"We use *Certain-teed* Thick Butt Asphalt Shingles exclusively on all our homes and find them very satisfactory."*

*—Says E. Knox Withers,  
Knox Corporation,  
Thomson, Ga.*

When builders like the Knox Corporation use *Certain-teed* Thick Butt Asphalt Shingles *exclusively* in an important development like this, it's first-

rate evidence for you to consider before your next roofing job.

*Certain-teed* Thick Butt Shingles can do 3 important jobs on any roof:

1. They're tough, strong, highly weather resistant. That means longer life for your roof.
2. They're *fire resistant*—made of asphalt. That means a greater margin of safety.

3. They're made in a beautiful range of colors—from the new Silver and other pastel blends through the popular Blues, Greens, Reds, Blacks—in plain or decorative grained surfaces. That means a roof that adds charm and distinction to almost any style house, one that sells on sight.

Write today for the new 32 page full-color roofing book illustrating the complete line of *Certain-teed* asphalt shingles.



# **Certain-teed**

REG. U. S. PAT. OFF.

*Quality made Certain . . . Satisfaction Guaranteed*

**CERTAIN-TEED PRODUCTS CORPORATION**

122 E. LANCASTER AVE., ARDMORE, PENNSYLVANIA

EXPORT DEPARTMENT: 100 East 42nd Street, New York 17, N.Y.

ASPHALT ROOFING • SHINGLES • SIDINGS

ASBESTOS CEMENT ROOFING AND SIDING SHINGLES

GYPSUM PLASTER • LATH • WALLBOARD • ROOF DECKS

ACOUSTICAL TILE • INSULATION • FIBERBOARD



## Price of Peace Will Remain High, Ex-Governor Darden Tells Virginians

NOW IS no time to slack off on taxes, or mobilization, or efforts to get friendly nations in Europe, the Far East, and South America to be our allies — if we are to avoid a third world war, members of the Virginia Building Material Association were warned at their 27th annual convention in Roanoke on February 19. The speaker was Colgate Darden, president of the University of Virginia and former state governor and representative in Congress.

The nature of Darden's dinner speech was a sobering surprise as he reviewed the causes and circumstances leading up to the first and second world wars. He lamented the isolationism, demobilization, and failure of the United States to join in the League of Nations after World War I, and then declared that we must avoid such withdrawals now if another, more ghastly and costly, war is to be averted.

Darden said that to maintain peace in the face of Soviet aims of conquest and domination, we must continue to pay heavy taxes to support the military forces and ally aid.

In appreciation of his 25 years of service to the Virginia association as secretary, Harris Mitchell was presented a handsomely engraved silver tray by Treasurer Craige Ruffin. At the banquet the following evening, retiring President Maurice R. Large was presented a silver tray in appreciation of his year of association leadership.

Among the resolutions adopted by the Virginia dealers were three of exceptional importance. One called for a reduction in the license fees for retail merchants if increased state revenues permit similar relief for wholesalers.

Other resolutions amended the by-laws (1) to create an Advisory Board from among the past-presidents to meet regularly with the Board of

Directors; (2) to formally legalize the functioning of the Executive Committee.

A new prize-drawing set-up accelerated dealer visitation of the exhibits that overflowed the display hall into the adjoining garage. A judging committee selected the exhibits of the U. S. Plywood Corporation and Dewalt, Inc., for first and second awards of excellence.

The many problems for which dealers now seek solutions were discussed at the Management Clinic that consumed most of Friday. Moderator was Art Hood, editor of *American Lumberman*. The panel included spokesmen for the Veterans Administration and Federal Housing Administration, Insulite sales promoter Gerry Hoppe, and four Virginia dealers.

Robert E. Taylor, of the Taylor Manufacturing Co., showed plans for some Title I Section 8 low-cost homes that his firm had built in the Farmville area.

Paul R. Bickford, of Hampton, discussed the erection economies of prefabricated houses and other construction.

E. R. English, of Altavista, stressed the importance of packaged selling and pricing of houses and repairs.

Hoppe and Hood both explained ways it would pay dealers to spend more money intelligently on advertising. Hood declared that the degree of control of the consumer market by a dealer is in direct proportion to the degree of his consumer services and do-it-yourself promotion.

Wide differences in the giving of discounts to contractors were noted in one discussion. English said his firm found it profitably worthwhile to give contractors a graduated discount on the year's total business, upon prompt payment of their accounts. He said his firm gave 1% on \$4,000 of sales, 2% on \$5,000 of sales, 3% on \$6,000 of sales, 4% on \$7,000

**NEW OFFICERS** of the Virginia Building Material Association are seen at left, above. Seated, from left, are Treasurer Craige Ruffin, Richmond; President William N. Neff, Abingdon; Secretary-Manager Harris Mitchell, Richmond; and Maurice R. Large, of Farmville, retiring president and new NRLDA dealer-director. Standing, from left, are three vice-presidents: Fred Shortt, Grundy; E. R. English, Altavista, and Forrest G. Brice, Ashland. E. R. Woolridge, Roanoke, is fourth v.p.

Photo at right shows winners of first annual "Keep Virginia Green" poster contest, sponsored by VBMA and Virginia Forests, Inc. From left, the people include W. E. Cooper, VF executive secretary; VBMA President Large; Katie P. Letcher, Lexington ninth grader, first prize-winner; Julie Shumate, Charlottesville eighth grader, first prize-winner, and Colgate Darden, University of Virginia president and ex-governor of the state. W. Albie Barksdale presented the prizes.

of sales, and 5% for sales of \$8,000 or more.

New members of the board of directors include F. D. Lawrence Jr., Portsmouth, and S. F. Winiker, Danville.

### Club Gives Workshop

The Montgomery (Ala.) Lumbermen's Club has adopted as a project for the year a woodworking shop for the Montgomery Boys Club.

The chairman of the shop committee, Wilbur Slauson, announced at the January meeting that the firm selling the shop machines will donate to the project an amount equal to the gross mark-up on the purchase. The members are financing the shop by subscriptions. They will furnish lumber for the boys to use.

# Greater benefits for your ASSOCIATION DOLLAR

**THE GREAT CHANGES** that have come about in some state and regional retail lumber dealer associations during the last two decades point the way clearly to the part associations can play in the business of dealers during the next 20 years.

Texas dealers first realized the benefits of organized cooperation as early as 1886. Yet in 1930, association services still chiefly consisted of holding annual state conventions and district meetings. By 1940, still 'way ahead of many dealer groups throughout the nation, the Lumbermen's Association of Texas promoted plan books, sent out at least two bulletins of helpful data a year, and assisted individual dealers with freight refund collections and freight auditing.

Annual conventions were the chief service performed by most state and regional affiliates of the National Retail Lumber Dealers Association 20 years ago—and the one function they all had in common. Primarily they offered a time when a dealer could temporarily "throw in the towel" and offer his competitor across the street a ride to the convention city, get a brief vacation charged off to "expenses," and discuss the state of the nation with businessmen apt to share his viewpoint.

Today, in addition to this fellowship, most association conventions offer dealer-delegates opportunities to inspect many products that they may or may not have heard of and to become acquainted personally with representatives of manufacturers who have not called on them. Most Southern and Southwestern conventions have boasted an increased number of exhibitors each year since exhibits were started.

But where the dealer's association life was brought into focus only occasionally in the past, it is touched frequently today.

Take for example Dealer N—, an interested small-town member of his state building supply association.

On reaching his yard one morn-

ing, his first customer had to have immediately an unusually large amount of a temporarily scarce gypsum product. A telephone call explaining his plight to his association secretary resulted in a "loan" of some of this material from a dealer in a town 30 miles away.

While waiting for the dealer to make the call, the customer became interested in a book of farm building plans, supplied by the dealer's association.

Later in the morning, Dealer N— scheduled his newspaper advertising for the next week, using

ad mats and copy furnished by his association.

During a rush hour, one of his salesmen, recently trained at the association-sponsored 30-day training class for building material personnel, sold large orders to two "hard to handle" contractors.

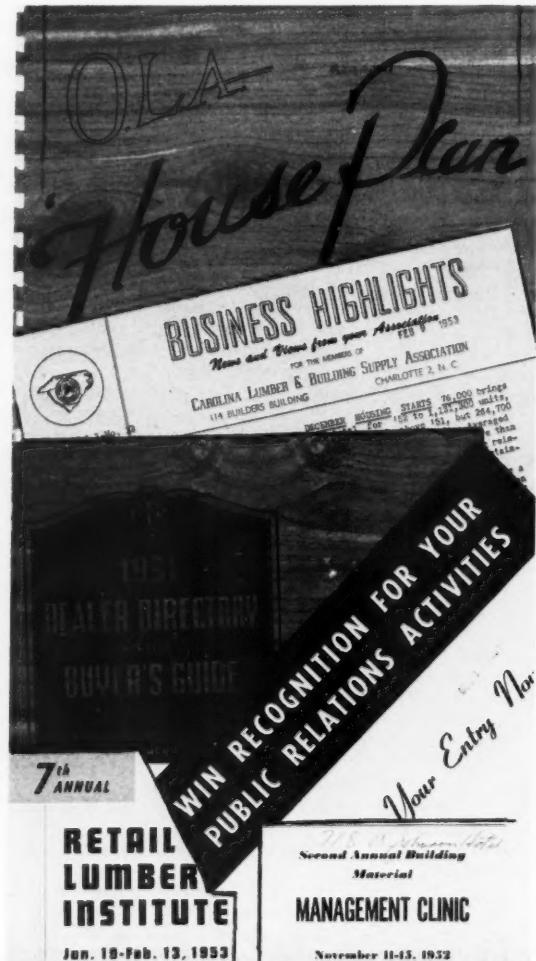
In the afternoon, he convinced another builder of the merits of a new product for a housing project. Encouraged and advised by the state association, dealers in his area had succeeded in getting a revised building code to permit this product's use.

Guided by several form letters suggested by the association, the billing clerk sent out letters from Dealer N— to overdue accounts.

Before 5 o'clock, one of his truck drivers went to the hospital for an emergency appendectomy — a possible financial emergency for his family, had it not been for association-sponsored group insurance.

Even on a rare day when Dealer N— (See TEAMWORK PROGRESS page 118)

In addition to sending out bulletins periodically, dealer associations put out dozens of other publications. Shown here are glimpses of the Oklahoma Lumbermen's Association's house plan book; the "Business Highlights" sent to Carolina dealers; a "Dealer Directory and Buyer's Guide" and program of the retail lumber institute from the Middle Atlantic Lumbermen's Association; announcement of the National Retail Lumber Dealers Association's annual public relations contest, and program of Tennessee dealers' management clinic for executives.



Because they are MODERN • TIME-TESTED • IMPROVED



$\frac{1}{2}$ " thick Sheathing offers

NO PROBLEM FOR WEATHER STRIPPED **Thrif-T** WINDOW UNITS

Thrif-T Factory-Fitted Weatherstripped Window Units are made for  $1/2$ " to  $25/32$ " SHEATHING — EASILY ADAPTED TO DRY WALL CONSTRUCTION — PLASTER RETURN — SIDE JAMBS PREPARED AT HEAD FOR DRY WALL OR LATH & PLASTER.

- FRAME COMES READY FOR EASY AND FAST ASSEMBLY (NO SAWING OR PLANING).
- ONLY TWELVE MINUTES TO INSTALL WINDOW.
- WIDE BLIND STOPS OFFER ADDED STRENGTH AND MAKE FRAME EASIER TO SQUARE IN WALL.
- WINDOW FITS FRAME IN GOOD WEATHER AND BAD.
- TOXIC AND WATER REPELLENT TREATED FOR LONG LIFE.

We have not changed width of blind stops — FOR WE FEEL WIDE BLIND STOPS are IMPORTANT IN GOOD CONSTRUCTION.



### Other Thrif-T WOODWORK for the HOME

#### RANCHO DECORATOR DOORS

- Thrif-T SINGLE and TWIN CASEMENT UNITS

- Thrif-T PICTURE WINDOW UNITS

- Thrif-T BASEMENT UNIT

- Thrif-T RANCH-TYPE TRIM

- "4 in 1" ENTRANCE FRAME

- "10 in 1" ENTRANCE FRAME

- No. 1332 ATTIC LOUVE

- MT. VERNON MANTEL

- Thrif-T "8 in 1" MANTEL

- No. 960-R CORNER CHINA CASE

- E-Z-UP OVERHEAD GARAGE DOOR UNITS (8-0 and 9-0 Openings)

- Thrif-T WARDROBE

- Thrif-T DISAPPEARING STAIRS

### Add Wall Space at NO EXTRA COST with Thrif-T RIBBON UNITS



Bedrooms are quieter and more restful — yet have adequate lighting plus full ventilation control when Thrif-T Ribbon Units are used.

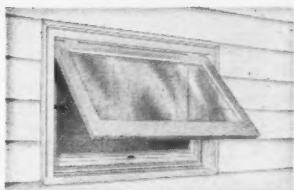
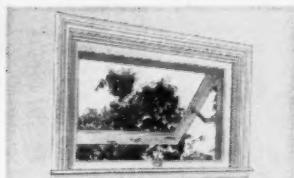
- Glazed Plain Glass 28" x 16" — bedded in putty.
- For Frame — Brick Veneer — Masonry Walls.
- Frame and sash — TOXIC AND WATER REPELLENT TREATED FOR LONG SERVICE LIFE.
- Made so sash can be opened or closed as easily in Winter as in Summer. Sash swing out and operate without removing screen or storm sash.
- Storm sash available at nominal extra.
- SET UP — READY TO INSTALL — WEATHERSTRIP AND ALL HARDWARE APPLIED — WIRED SCREEN INSTALLED. CARTON PACKED.

### SINGLE • TWIN • TRIPLE

Thrif-T Ribbon Units provide plenty of wall space and LIGHT and VENTILATION as well.

Made to line at head with other windows and doors, therefore, entire space below the Ribbon Units is usable for chairs, beds, tables, desks, etc. NO NEED TO SET FURNITURE BETWEEN WINDOWS.

Thrif-T Ribbon Units are made for  $1/2$ " SHEATHING and DRY WALL CONSTRUCTION.



Distributed through the Leading Millwork Jobbers to the Retail Lumber Dealer



**Roach & Musser Co.** •  
PLANT and OFFICES • MUSCATINE, IOWA  
QUALITY MILLWORK SINCE 1884

Write for Name of NEAREST JOBBER

# NEWS of the INDUSTRY

## \$10,000,000 Business Given to His Church

Clyde H. Harris, 62, and his wife recently donated a \$10,000,000 lumber manufacturing business to the Seventh Day Adventist Church in Pendleton, Ore.

Harris said that "we did right by the Lord and He did right by us."

The business includes the Harris Pine Mills in Pendleton, one of the nation's largest unfinished furniture producers, and furniture assembly plants at Chicago Heights, Ill.; Alexandria, Va., and Cleburne, Tex.

Harris will continue to manage the firm until the North Pacific Union Conference secretary of the church becomes familiar enough with the business to run it.

## Survey Shows Dealer Profits in '50 at 5.8%

A cost-of-doing-business survey of 258 lumber and building material dealers conducted by Dun and Bradstreet, Inc., shows that in 1950 gross margin averaged 23.5 per cent of net sales, and typical net profit before taxes was 5.8 per cent of sales.

Financial statements and supporting data were obtained from concerns which dealt predominantly in lumber and building materials and whose sales were primarily "retail."

Highlights of the survey of lumber and building material dealers, based on operating results in 1950, are as follows:

1. Net profits before taxes averaged \$16,600 in a yard handling the typical volume of \$286,600.
2. Expenses totaled 17.7 per cent in the typical yard. Of this, salaries and wages (owners' and employees') made up the major share — 11.4 per cent.
3. Occupancy costs (rent or the equivalent, including utilities) took 1.8 cents out of each dollar of sales.
4. Delivery expense, exclusive of wages, cost the typical dealer 1.2 per cent of net sales.
5. On advertising, the average dealer spent six-tenths of a cent for each dollar of sales.
6. Credit losses amounted to 0.4 per cent of net sales.
7. Stocks were turned just over five times during the year.
8. Discounts received by the typical dealer amounted to 1.3 per cent of sales. Discounts allowed averaged 0.8 per cent.

Copies of this survey may be obtained without obligation on request from any Dun and Bradstreet office or from the Business Library, Dun and Bradstreet, Inc., 99 Church Street, New York 8, N. Y.

## Plastic Panels Get Greenhouse Approval

A greenhouse in Santa Barbara, Calif., subjected to rigid inspection by the S. B. Botanic Gardens during the last four years, has proved that translucent plastic panels are not only adequate for this purpose but eliminate many of the usual greenhouse hazards of glass breakage.

The model greenhouse was built of corrugated Alsynite panels, which are made by combining resins and glass fibers under heat and pressure. These translucent panels are said



SOUTHERN METAL PRODUCTS CORPORATION

921 RAYNER • MEMPHIS, TENNESSEE  
Phones: 2-9147 and 2-1898

# For MODERN or TRADITIONAL

When buyers want the best you can recommend, with confidence, R·O·W Spring Cushion Wood Window Units for modern or traditional type homes. Why? R·O·W Window Units are designed for flexibility, free action, good ventilation, more light and beauty and — they're removable for easy cleaning inside the home. Always specify R·O·W's — the original completely weather stripped removable windows!

The wise merchandiser knows that homeowners today demand quality and good appearance when selecting windows. R·O·W Windows meet these dual needs to the complete satisfaction of the builder or the remodeler. That's why R·O·W merchandisers enjoy volume sales and make more money, faster. We'll be glad to tell you more.



R·O·W Removable Wood Units Are Nationally Advertised



MANUFACTURED BY

# DISTRIBUTORS

MANUFACTURERS OF MILLWORK • DISTRIBUTORS OF BUILDERS SUPPLIES

*Rocky Mount, Virginia*

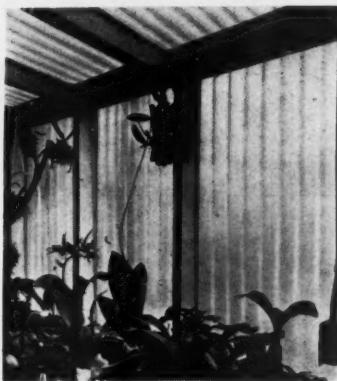
MILLWORK PLANT: RENO, NEVADA

THE WORLD'S LARGEST WOOD WINDOW UNIT MANUFACTURERS  
MARCH, 1953 . . . Tell our advertisers you saw it in SOUTHERN BUILDING SUPPLIES

to permit a good balance of light from infra red through ultra violet, yet keep out enough light to prevent burning of tender plants. No deterioration of the panels was evident after tests.

Panels were nailed directly to wooden framework, eliminating all millwork and puttying. Impact and load strength are said to exceed building code requirements.

Several lumber dealers who stress hobbies have promoted small home greenhouses made of these panels. They find that a display of this material attracts attention — and often results in sales for new construction or remodeling.



## That modern touch

# RESOLITE

Shade from the sun, but with bright daylight inside — that's why Resolite translucent structural panels are bringing the modern home closer to the outdoors. Resolite is better for skylighting because it filters out much of the heat, gives a soft, restful daylighted interior, as in this weather-tight, Resolite-roofed patio of a Florida residence.



Resolite is a rugged structural sheet of Fiberglas-reinforced resin plastic, flat or corrugated for added structural strength. The material is unaffected by weather extremes of heat, cold or moisture. It will not rust, oxidize, mildew or rot. It is simple to apply with screws or nails and with ordinary tools and skill; it is easily adapted to roof, wall or partition.

A wide variety of color and corrugation patterns lends Resolite easily to endless possibilities in interior or exterior decoration.



Beautifying the interior or exterior by either reflected or transmitted light, Resolite panels are ideal for decorative and utility partitions, with a selection of color for any motif. The effect of length and height is enhanced by utilizing the corrugation patterns.

For complete information, and  
name of nearest distributor, write Dept. A-1

RESOLITE Corporation  
ZELIENOPLE, PA.

## Launch Drive Against Accidents in Homes

How to curb 27,500 deaths and 41,000,000 injuries in home accidents each year is the aim of a cooperative campaign by the nation's home-builders and the National Safety Council. Major targets are the home itself and accident-alert families.

"More personal security will come from increased safety education and elimination of hazardous physical living arrangements," asserted Leonard L. Frank, chairman of the National Association of Home Builders' Design and Construction Committee.

Old people and young children are the two age groups most often victims of home accidents, he noted. Falls, which accounted for 13,100 deaths in 1950, can be largely avoided with one-floor houses for older people, Frank pointed out. A trend toward one-level structures is going a long way in solving this problem.

Most of the fatal falls, research discloses, occur in sleeping rooms. Approximately 20 per cent occur on steps and stairways. Heart lesions and other physical strains to handicapped and aged people can be greatly lessened or eliminated with first-floor-level laundry and service facilities.

For the most part, public demands in today's new homes are unintentionally increasing home safety. Actually safer, for example, are sliding kitchen cupboard doors, installed and sold because buyers are fascinated by their ease of operation and neat appearance maintained while open. They save countless black and blinded eyes, also many painful bruises and bumps, that people get when banging into cupboard doors left ajar.

Accordion-type folding doors, by the same principle, cause fewer accidents than conventional styles.

Kitchen arrangement and equipment have been radically improved during the last few years, but research shows the kitchen still is the most dangerous room in the house for injuries. Such areas of injury will come in for closer study by NAHB-NSC specialists, who hope to devise safer living arrangements wherever possible.

Poison accidents might be largely prevented by medicine cabinets with lock-up sections, safety experts believe.

To combat the tragedy of lives lost to burns and fires, more fire-resistant construction and fixtures have been recommended.

Officials of the two cooperating organizations believe the new campaign will speed up over-all progress in home safety. "Preventive" education of occupants who suffer the home accidents presents the main challenge. Some builders for years

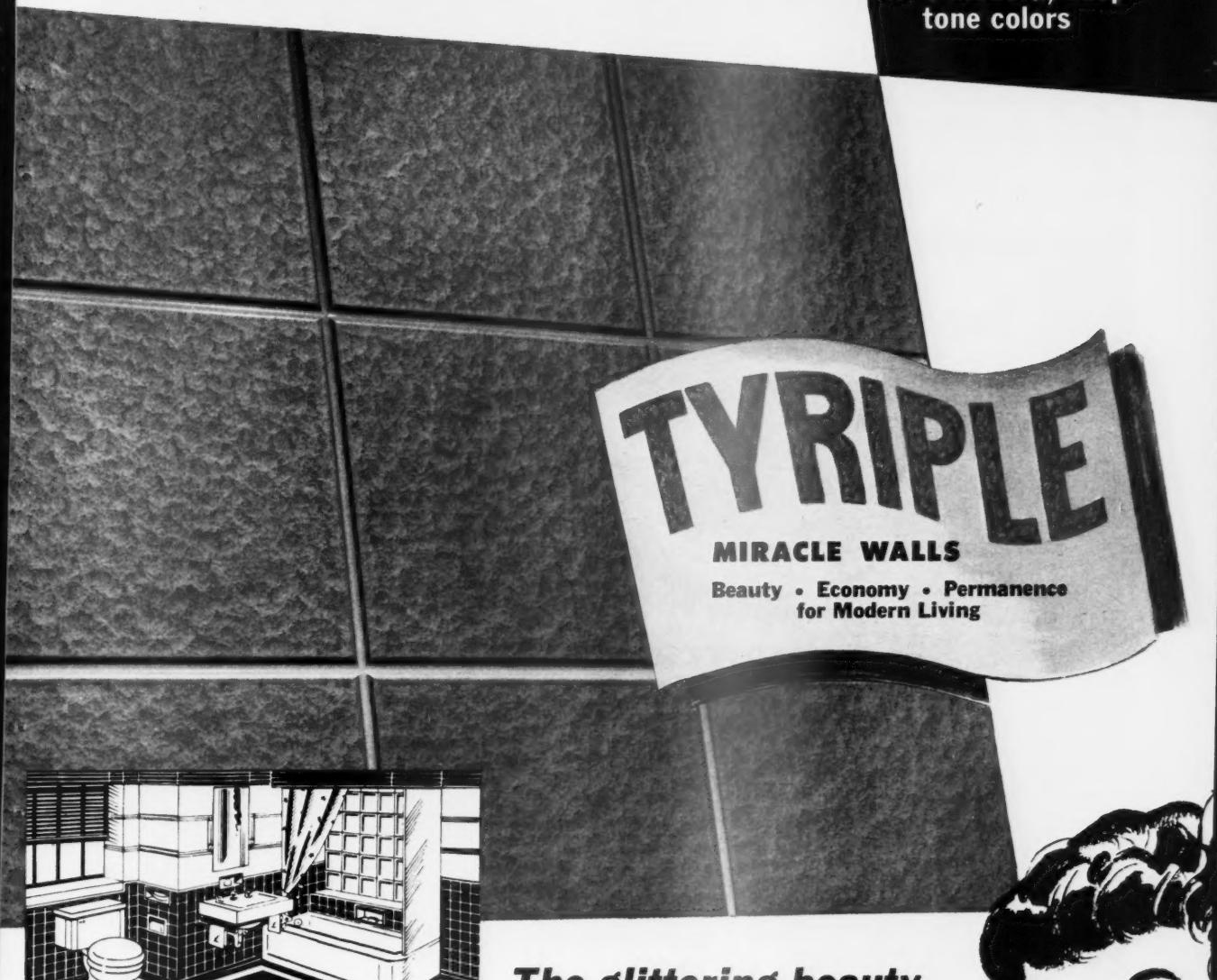
# Introducing

## an exciting, new interior wall finish

★ 3 smart patterns

★ new metallic base finish

★ 4 modern, deep-tone colors



### The glittering beauty of sun on rippling water

We call it "Tyriple", our newest miracle wall with a finish more durable than ever, smooth as glass, but with a light and shadow depth that is superbly beautiful. A metallic base enamel does the trick, hi-baked to shimmering beauty. Available in new deep modern tones: Bronze, Silver, Emerald Green, Amethyst Blue — in three versatile patterns. Here is lifetime beauty that will not crack, craze, peel or chip. Here is the newness, the freshness that sells. Write today for complete information on the full Tylac Miracle Walls line.

with  
the  
CONTOUR  
BEVEL  
SCORE LINE

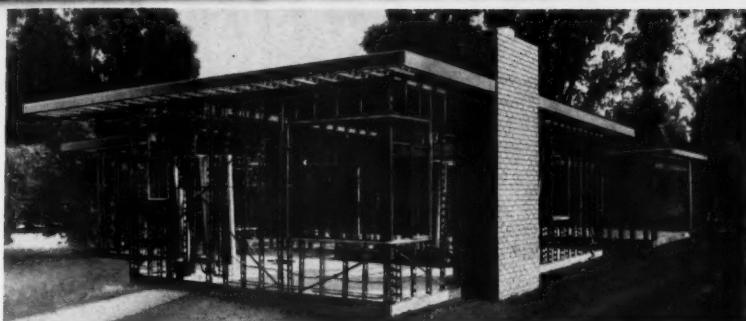


**TYLAC COMPANY** Monticello, Illinois  
PIONEERS IN THE PREFINISHED WALL PANEL INDUSTRY



have individually given accident and safety handbooks with new home purchases, the NAHB official said.

NAHB and National Safety Council researchers will undertake joint projects to investigate design standards in the new cooperative arrangement. Physical hazards they discover in new or remodeled buildings and on home premises will then be further studied for improvements. Their recommendations will be transmitted to homebuilders across the nation for adoption.



## Steel Framing Now Available for Houses

Some builders are now using steel for residential framing — because in some areas a 3 1/4-inch steel stud is lower in cost than a wood 2-by-4!

The ranch-style home shown above was quickly framed of Lightsteel structural sections, at a great saving in labor costs. These sections include a complete range of studs, joists, and accessories to help give custom-designed homes the low cost of pre-cut, development-type homes.

Previously, the high cost of hot-rolled sections and the fact that a crane was necessary to erect them precluded the use of steel in light construction.

The steel in Lightsteel sections is of structural grade. A factory-applied coat of red zinc chromate paint protects against rust. The economy of production is due to the use of the cold rolling process.

Strip steel is formed into studs and joists on a line of high-speed cold-rolling and punching machines. It is not necessary to work and re-work each section under multiple-pass rolls. Hence, production costs are minimized.

The open web design gives the sections their light weight without sacrificing strength. The web is cut in a double-trussed pattern. This open web also simplifies the passage of wiring and piping through the erected studs and joists. Using these openings, workmen fasten wires or clips for tying metal lath, wall-board, or other surfacing materials, which eliminates drilling in the field.

Supplementary structural track and bridging, slightly oversize to fit around the standard sections, are used as top and bottom plates, bracing, and sills.

To erect a stud that must carry an enormous load, a length of bridging is slipped within the flanges on each side of a double stud. This combination is then boxed in by placing two lengths of track around the stud. The result is a column with the strength of three double studs, yet occupying the space of only one.

## The Sign of the Complete Line



ALL YOUR ROOFING AND SIDING FROM ONE SOURCE

## Old American of course!

Old American has a complete line of asphalt and asbestos-cement roofing, shingles and siding to meet every need. For greater variety . . . superior quality . . . prompt, personal service . . . order all your needs from one source — Old American, of course!

**ASPHALT SHINGLES** and roofing

**ASBESTOS SIDING** and shingles

**PROTECTIVE COATINGS** roof to foundation.

and . . . .

Insulating siding, asbestos-cement wall-boards, built-up roof materials and allied items.

Get FREE Catalog Sheets and Sales Literature...Write TODAY to  
**Old American Roofing Mills**

7600 TRUMAN ROAD  
KANSAS CITY EAST ST. LOUIS

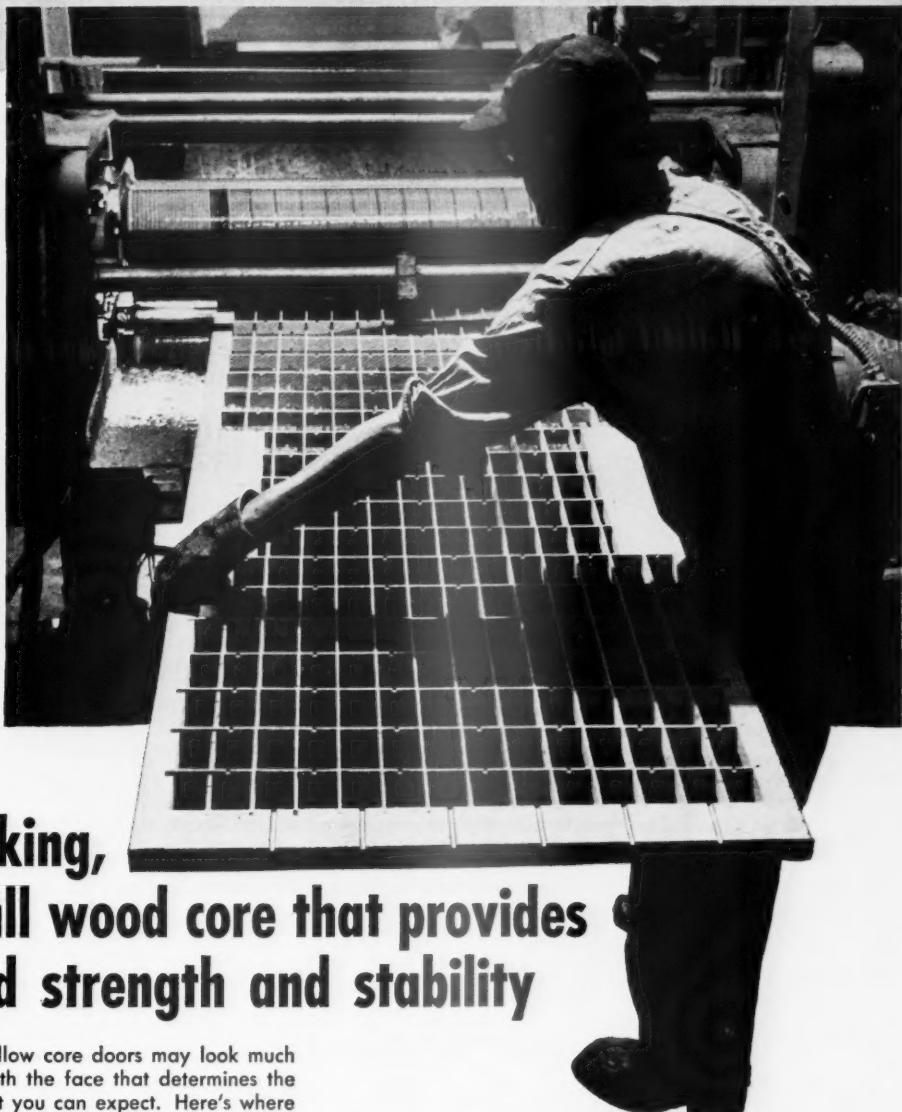
KANSAS CITY, MO.  
SALT LAKE CITY DALLAS



# PAINE REZO DOORS

T. M. REGISTERED

*coreway*  
the ~~doorway~~ to trouble-free service



Here's  
the interlocking,  
ventilated all wood core that provides  
unduplicated strength and stability

On the surface, flush hollow core doors may look much alike, but it's what's beneath the face that determines the service and satisfaction that you can expect. Here's where the superiority of Paine Rezo doors is most pronounced; for nowhere else will you find equal dimensional stability, nor such lightness in weight combined with great structural strength.

For these reasons architects and contractors everywhere have installed more than five million Paine Rezo doors in

buildings of every type. No other hollow core door has been so widely endorsed, so thoroughly time-proved. Remember, when you decide on Paine Rezo doors, you specify a door that not only looks good, but is good all the way through.

Write for an illustrated data bulletin.

Manufactured by the

**PAINE LUMBER CO., LTD.**

Oshkosh  
Wisconsin

ESTABLISHED 1853

1953 is the  
**PAINE**  
Centennial Year



## Moving UP!

**Minnesota and Ontario Paper Co.** . . . K. G. MACINTOSH has been promoted to assistant sales manager for Insulite building products, with jurisdiction in the Southwest. His headquarters are in Dallas, Tex.

**Union Lumber Co.** . . . SHERMAN A. BISHOP is the new vice-president in charge of sales for this San Francisco, Calif., redwood manufacturer. He succeeds William R. Morris, retired.

Bishop since 1948 had been executive vice-president and general manager of the California Redwood Assn. He had worked for the Union firm from 1923 to 1938 and later was connected with floor covering and radio manufacturers.

**California Redwood Association** . . . PHILIP T. FARNSWORTH has succeeded Sherman A. Bishop as general manager. Bishop has served the association since 1948. Farnsworth for a number of years has directed the promotion division, having joined the staff in 1934, and also served since that time with an advertising agency.



CHARLES E. DEVLIN is the new executive vice-president and general manager of Northwest Door and Plywood Sales, Inc., Tacoma, Wash. This sales firm markets the output of the Northwest Door Co., Paragon Plywood Corp., and Brookings Plywood Corp. Devlin formerly directed the Douglas Fir Plywood Assn. and was a vice-president of the Simpson Logging Co.

# Pressure Treatment

THE **RECOGNIZED**  
METHOD FOR PROTECTING LUMBER  
AGAINST DECAY AND TERMITES!

### PENTACHLOROPHENOL ... Most Satisfactory Of All Wood Preservatives

PENTA, in addition to its superior effectiveness in protecting wood against decay and termites, has many other desirable characteristics. It will not leach. It does not wash away in rain or ground water. After treatment, wood is clean, dry, easier to handle and store. PENTA, because it is an oil-borne preservative, does not cause wood to swell, shrink or warp, and does not require drying after treatment.

Of the several methods used to impregnate lumber with PENTA for protection against wood-boring insects, rot and fungi attack, Pressure-Treatment is acknowledged the most effective. Engineers and architects; railway, construction and utility companies; virtually every other respected authority, specifies and insists upon Pressure-Treatment. Federal Specifications TT-W-571c clearly specifies the Pressure Method for treatment of all structural lumber used by the U. S. Government with limited exceptions.

It takes Pressure-Treatment with most species of structural lumber to get proper results. Pressure-Treatment permits full control over the quantity of preservative used, the depth of penetration, and uniform distribution within the wood.

It will pay you to be sure the lumber you sell has been Pressure-Treated! Also be sure that the millwork you sell has been PENTA-Treated with WOODTOX in accord with NWMA standards.

*Get The Facts!  
Write For Literature*

WOOD-TREATING CHEMICALS CO.

5137 Southwest Ave. • St. Louis 10, Mo.



### THESE ARE THE PLANTS IN YOUR AREA WITH PRESSURE-TREATING FACILITIES

International Creosoting & Construction Co.;  
Galveston, Texas

St. Regis Sales Corporation; Suwannee Division;  
Fargo, Ga.

United Creosoting Company; Houston, Texas

A LIST OF ALL PENTA PRESSURE-TREATING PLANTS IN THE U. S. WILL BE SENT ON REQUEST

Southern Pine Lumber Co.; Treating Div.;  
Diboll, Texas

Standard Wood Preservers of Shreveport, Inc.;  
Shreveport, La.

### Structural Clay Products Institute

This national association of brick and tile manufacturers has appointed HENRY E. BOLLMAN as executive director. In his newly-created post, Bollman will coordinate activities of the national institute with its 17 regional affiliates and help develop research and promotional programs. Previously he directed the Rocky Mountain region.

**Western Pine Association** . . . DAVID M. LUCAS has succeeded Robert E. Stermitz as field representative in Texas and Oklahoma. He has worked in virtually every phase of the lumber manufacturing industry, and until recently was a grader for Potlatch Forests, Inc.

**Wyatt Co.** . . . This firm of actuaries and employee benefit consultants has opened an office in Dallas, Tex. SAM H. HUFFMAN is manager and OSWALD JACOBY is a consultant.

**DeWalt, Inc.** . . . JEROME H. EIGENBERGER has been assigned district manager for this American Machine and Foundry Co. subsidiary in the Southwest. With headquarters in Houston, his territory includes southern Texas, southern Mississippi, and Louisiana.

**Weyerhaeuser Sales Co.** . . . In the Southwestern territory, ROBERT F. BROWN has replaced Roy Brown at Houston. Brown joined George C.

# "Nothing but Cumberland for me!"

says Jack Bell, Manager,  
Bell Building Supply Company,  
Winchester, Tennessee

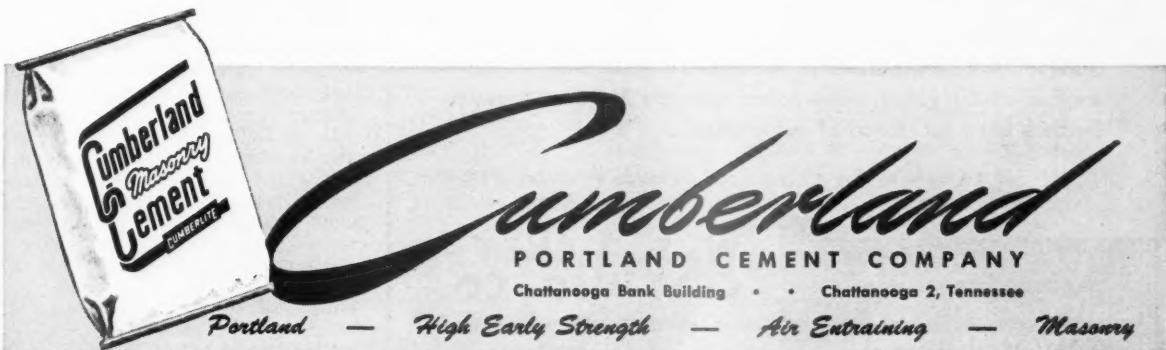


(Franklin County High School Building, Winchester, Tennessee.  
Masonry cement] supplied by Bell Building Supply Co.)

**M**Mr. Bell is echoing the sentiments of thousands of architects, masons, contractors, engineers and dealers all over the South. Cumberland Masonry Cement is first choice for sound construction and architectural beauty.

Cumberland Masonry Cement is better

masonry cement. It's easier to work with, it makes a stronger, tighter joint. And you can count on the pleasing light color of Cumberland to add lasting beauty to any type of construction. From start to finish, you *know* it's a good job when you use Cumberland Masonry Cement.



**Any quantity of Cumberland Masonry Cement will be shipped in mixed carloads with other types of Cumberland Cement.**

MARCH, 1953 . . . Tell our advertisers you saw it in SOUTHERN BUILDING SUPPLIES

Vaughn and Sons. **EDWARD R. KIRSCH** has been assigned to Fort Worth. He replaced **THOMAS W. MOSLEY**, who remains with Weyerhaeuser in a new capacity.

**Skil Corp.** . . . **ROBERT P. MELIUS** has replaced **WILLIAM FERRY** as merchandising manager of this portable electric and pneumatic tool firm. Ferry now is industrial sales manager, succeeding **JACK T. CARLSEN**, who will direct the company's newly-formed sales training division.

**Stanley Works** . . . The former sales promotion manager of the Magic

Door division, **CHARLES K. NICHOLS**, has been promoted to sales manager. Before joining Stanley last year, he was sales manager for Reflectal products.

**Pittsburgh Plate Glass Co.** . . . **MARCUS W. KEYES** is now a sales engineer for the fiber glass division. During the past 12 years, Keyes has been a product development engineer with Kimberly-Clark.

**Westinghouse Electric Corp.** . . . New manager of the Micarta division is **CARROLL B. DICK**. He joined Westinghouse in 1918 and until recently was



**A. CHARLES AMANN** is the new sales manager for the Independent Lock Co. and its affiliated Lockwood Hardware Manufacturing Co., Fitchburg, Mass. He formerly had served as sales manager of the Stamford Division of the Yale and Towne Manufacturing Co.



Dickey salt-glazed clay pipe successfully withstands many times the normal trench load in this hydraulic testing machine.

## Pipe that stays round helps Dickey Dealers make sales

Dickey sanitary salt-glazed clay pipe is rigid. It is too dense and strong to flatten out of round under weight of backfill. It can't possibly soften or buckle under the attack of warm water from the household laundry. This is far from true of some substitute materials—which have even sagged and flattened standing unused in the dealer's yard. Here is just another of the many sales points that are helping Dickey Dealers keep far ahead of competition.

*If it's made of clay it's good...if it's made by Dickey it's better*

Dickey Sanitary  
Salt-Glazed Clay Pipe  
ALWAYS IN DEMAND

### W. S. DICKY CLAY MFG. CO.

Birmingham, Ala., Chattanooga, Tenn.,  
Kansas City, Mo., San Antonio, Tex.,  
Texarkana, Tex.-Ark.

works manager at the appliance plant in East Springfield, Mass.

**Henry Disston & Sons, Inc.** . . . **JACOB S. DISSTON III** has been appointed assistant sales manager of the hardware division for this 113-year-old tool and steel firm. He has spent a year each in the power-tool sales department, sales promotion, and hardware sales department, plus time in selling armor for aircraft.

**Masonite Corp.** . . . **K. F. HOLLOWAY** is the new assistant division manager in the Southwest for this hardboard manufacturer. **CECIL M. BROOKS** is division manager, with Dallas headquarters.

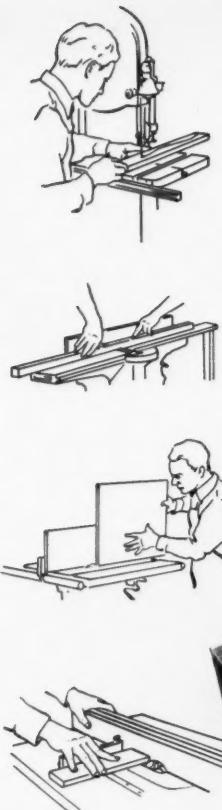
## Maple Flooring Sales Up

Barring unforeseen restrictions in construction, sales of Northern hardwood flooring should increase at least 10 per cent in 1953, members of the Maple Flooring Manufacturers Association were told January 30 at their 56th annual meeting, held in Chicago.

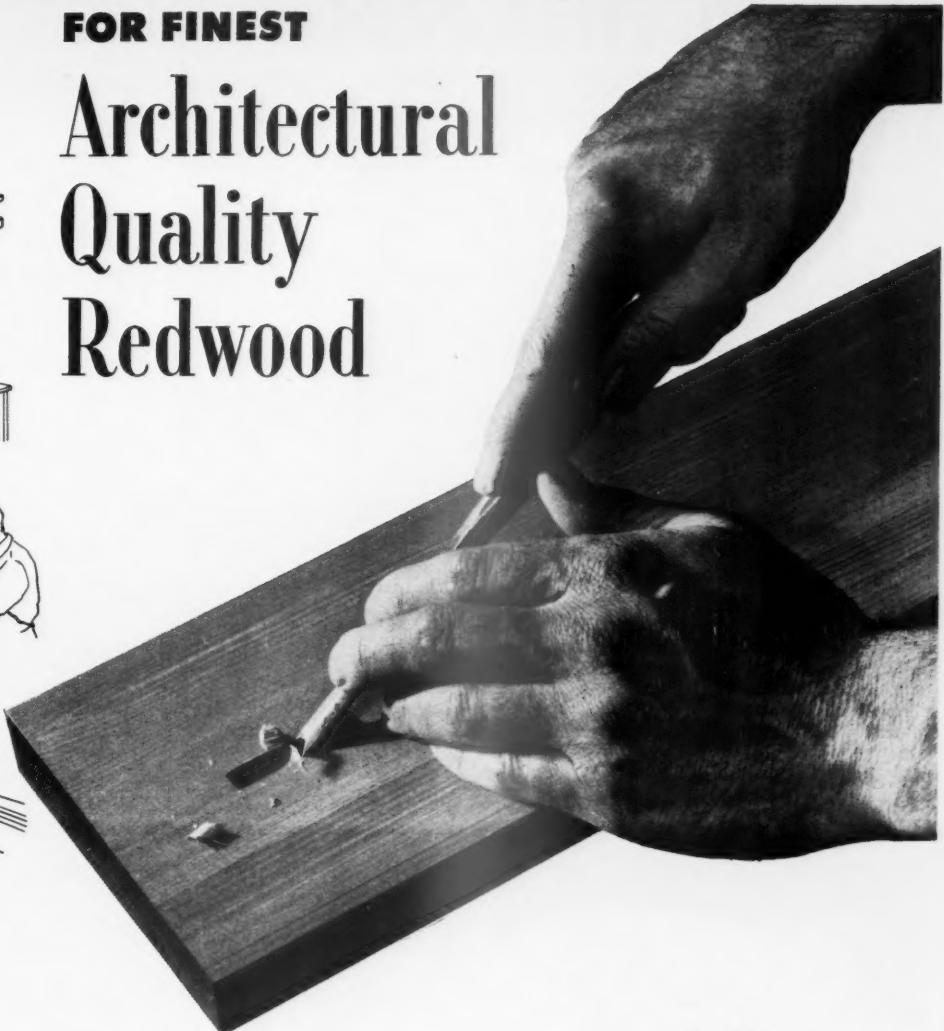
**D. S. DeWitt**, Oconto, Wis., who was re-elected president, reported that school buildings should account for 60 per cent of maple flooring sales this year. He also reviewed revised manufacturing standards.

Other officers re-elected at the meeting were **W. W. Gamble, Jr.**, White Lake, Wis., vice-president; **S. A. Wells**, Menominee, Mich., treasurer, and **L. M. Clady**, Chicago, secretary-manager.

FOR FINEST



# Architectural Quality Redwood



## with EASE OF WORKABILITY SPECIFY PALCO CERTIFIED DRY REDWOOD

Practical experience and laboratory research show redwood's natural qualities of good *workability*, defined as "smoothness of cut obtainable with hand or machine tools at any angle to the grain." PALCO *Architectural Quality Redwood* goes beyond this standard with highest obtainable uniformity of texture, grain, with proper seasoning and kiln drying. For the high workability of redwood at its best, specify PALCO *Certified Dry Redwood*, your assurance of Architectural Quality scientifically controlled every step of the way from mill pond to loading platform.

For a comparative analysis of Redwood's outstanding qualities, write for Redwood Data book "JG," today.



**Palco Redwood is "tops" in these outstanding qualities**

- ✓ High Dimensional Stability
- ✓ Low Swelling and Shrinkage
- ✓ Finest Paint Retention
- ✓ Greatest Durability
- ✓ Good Workability
- ✓ Glue-holding Ability



## THE PACIFIC LUMBER COMPANY

*The best in Redwood — Since 1869*

Mills at Scotia, California

100 Bush St., San Francisco 4 • 35 East Wacker Drive, Chicago 1 • 5225 Wilshire Blvd., Los Angeles 36

MEMBER OF CALIFORNIA REDWOOD ASSOCIATION

# HELPFUL LITERATURE

## Mostly free—some for a fee

### Mrs. Barrie to Rescue

Any businessman who has ever had an overdraft at the bank or a creditor hounding his door will get many a laugh from **The Lumberyard and Mrs. Barrie**. But lumbermen, especially, should find it a riot from the first page to the last.

The book sells for \$3.00 and is published by Henry Holt and Co., Inc., 383 Madison Avenue, New York 17, N. Y.

It is an account of how Jane Barrie helps her husband, a good-natured but impractical young man who owns a lumber yard to get business "from the red into the black." She copes with a long series of creditors who constantly threaten attachment. The only maid she can find to keep an eight-room house and two small children is Mag, who is built like a chorus girl and who does housework in lavender high-heeled sandals.

As a final step, Mrs. Barrie sets out to get more contractor customers.

**PAINTING PROBLEMS.** A new four-page folder gives maintenance painting problems and their answers, such as painting metal for rust controls, painting without odor, protecting concrete floors and walls, protecting against chemicals and corosions. Wilbur and Williams Co., 130 Lincoln Street, Boston 35, Mass.

**MATERIALS-HANDLING HANDBOOK.** The Market and Product Research Committee of the Caster and Floor Truck Manufacturers Association, 27 East Monroe Street, Chicago 3, Ill., has published a comprehensive handbook of manual materials-handling equipment. It contains sections on industrial wheels, casters, two-wheel hand trucks, industrial platform trucks and trailers, and pallets and skids.

**PLASTIC FLOOR TILE.** A new brochure shows in full color each style and color of Hako Vinylflex plastic floor tile and several installations. Decorative cut-out designs,

letters, and numerals are shown as "Hako-Serts." Hachmeister-Inc., Pittsburgh 30, Pa.

**BALANCED LIGHTING.** No. 8 in a series of "See Better—Work Better" bulletins is a full-color pictorial account of the "revolution in industrial lighting." It describes the concept of balanced brightness over the entire work area. General Electric Co., Nela Park, Cleveland 12, Ohio.

**MOVABLE WALLS.** Catalog No. 53 of the Mills Co., 965 Wayside Road, Cleveland 10, Ohio, shows how space layouts can be made permanently efficient with Mills movable metal walls. It also shows such accessories as doors, ceilings, transoms, louvers, top fillers, wickets, grilles, shelving, counters, glazing, and hardware.

**"FIRE RESISTANCE of Concrete Floors."** National Bureau of Standards Building Materials and Structures report 134, covers results of 11 small-scale and four full-scale fire-endurance tests on monolithic concrete floors made with siliceous-gravel aggregates. Fifteen cents from the Government Printing Office, Washington 25, D. C.

**METAL COMPARTMENTS.** Metal toilet compartments for every type of building, metal hospital cubicles, and metal dressing compartments are described in a new color catalog

### Garage Doors of Distinction

For distinctive quality of construction and beauty of design, look to How-ell-dor, hall-mark of one of America's foremost sectional-type garage doors in the popular price field.

Over 40 easy-to-install stock-size residential and commercial How-ell-dors, including the modern-designed Picture Door and Rancher, for quick delivery. Custom-built doors, like the illustrated Philippine Mahogany installation, are a specialty.

And remember . . . there's a How-ell-dor Electric Operator for every type of sectional garage door.

Write for  
FREE '53  
Catalogs

Sold nationally through lumber dealers and supply houses.

THE **HOWELL** MANUFACTURING COMPANY  
7206 HASBROOK AVE., PHILA. 11, PA.

80

MARCH, 1953 . . . Tell our advertisers you saw it in SOUTHERN BUILDING SUPPLIES

# POSITIVELY! PEOPLE CAN



## EAT!.. WORK!.. SLEEP!

IN A ROOM BEING PAINTED WITH

### ODORLESS

Prim one coat, self-sealing flat went over big. Now we have added three more equally fine finishes to make up the new Prim "Fashion Foursome" for interiors. The three newcomers—Flat Enamel, Semi-Gloss, and Gloss—are so completely odorless you can eat, sleep or work in a room being painted!

#### PRIM FASHION APPEAL GETS SALES

Each finish in this new line strongly features Fashion Appeal in all its proved effectiveness . . . Smart new matching decorator colors . . . Durability . . . Washability . . . Easy one coat application . . . Uniformity . . . Complete for walls and trim in all types of rooms . . . You can't beat Prim's new Fashion Foursome for sales appeal, too!

WHERE PAINT COUNTS FOR PROFITS  
DAVIS MAKES THE DIFFERENCE!

**DAVIS**  
OF BALTIMORE

THE H. B. DAVIS CO., 1701 Bush & Severn Sts.  
BALTIMORE 30, MARYLAND AND SAVANNAH, GEORGIA



**NEW DAVIS** *Fashion Finishes*  
FOR INTERIORS

that illustrates the complete line. Fiat Metal Manufacturing Co., Long Island City 1, N. Y.

**LAND DRAINAGE.** "Why Drain Land?" describes and illustrates the many reasons for tile drainage and underground irrigation. It lists governmental agencies where a farmer can obtain financial and technical aid for such drainage. Customer Service Dept., Gar Wood Industries, Inc., Wayne, Mich.

**HOME PLANNING.** The Housing and Home Finance Agency, Washington 25, D. C., offers a leaflet that lists 40 publications designed to save time and money in planning and maintaining homes. It is entitled "Selected Publications on House Planning, Construction, Maintenance and Repair."

**TOILET, SHOWER STALLS.** Detailed information and architectural specifications on Sanymetal toilet compartments, shower stalls, and hospital cubicles are offered in Catalog 90. It includes a chart of 22 color chips, in either vitreous porcelain on steel or synthetic enamel baked over galvanized, bonderized steel. Sanymetal Products Co., Inc., 1705 Urbana Road, Cleveland 12, Ohio.

**SUSPENDED CEILINGS.** Catalog SNU 5 describes how Nailock nailing channels provide rigid, safe in-

stallation of a wide variety of suspended ceiling materials without limitations as to size, type, or manufacture. It also gives architectural specifications for three types of suspended ceiling systems. Sanymetal Products Co., Inc., Suspended Ceilings Division, 2093 East 19th Street, Cleveland 15, Ohio.

**FARM STRUCTURE PLANS.** After reviewing over 400 plans, plywood manufacturers have issued a 16-page catalog of 33 proven plans using Douglas fir plywood. They range from a silo to a roll-away nest for poultry. Single catalog free from the Douglas Fir Plywood Association, Tacoma 2, Wash.

**MATERIAL - HANDLING EQUIPMENT.** Ways in which building supply firms have increased handling efficiency with conveying equipment are shown in a new brochure of illustrated four-page case histories. Rapids-Standard Co., Inc., 342 Rapistan Building, Grand Rapids 2, Mich.

**ALUMINUM WINDOWS.** Bayley aluminum projected windows and projected ribbon windows are pictured and described in catalog APW53. Architectural sketches simplify installation details and designing for schools, hospitals, residential uses, and commercial buildings.

William Bayley Co., 1200 Warder Street, Springfield 99, Ohio.

**MOISTURE CONTROL.** "How to Rescue Your Home from the Menace of Moisture" is a cleverly written and illustrated booklet put out by the National Paint, Varnish and Lacquer Association, 1500 Rhode Island Avenue, N. W., Washington 5, D. C. It tells the home-owner — or builder — ways to eliminate this problem.

**LOGGING SMALL TIMBER.** "How to Log Small Timber Profitably" is a booklet telling methods of ground skidding, logging with arches and sulkies, cable yarding, log loading, power bundling, building log roads, and other uses for 33 Hyster tractor tools and attachments. It also includes model views and specifications. The Hyster Co., 2902 N. E. Clackamas Street, Portland 8, Ore.

**VERMICULITE PLASTER.** "Vermiculite Plaster Protection for Wood Construction" is a new two-page sheet that summarizes fire ratings for wood-joist floors and wood-stud partitions protected with vermiculite plaster on gypsum lath and metal lath. It gives comparable fire resistance for sand plaster. A sketch shows construction details. Vermiculite Institute, 208 South LaSalle Street, Chicago 4, Ill.

Attractive  
Sales and Profits  
with  
Premier  
THRESHOLD  
Plates  
IN ALUMINUM AND BRASS

Write For Literature and Prices Today!

METAL TRIMS, INC.  
BOX 1072, YOUNGSTOWN 1, OHIO

Another great profit-builder from

UNITED STATES PLYWOOD CORPORATION



Ride in on

*Surfwood\**

to greater sales and profits!

All the charm and color of sea-weathered wood  
... in a panel that will weather the sea of time  
... is now yours to offer your customers in the new Weldwood® Panel  
... SURFWOOD.

An immediate sales hit! Builders and home-owners really go for Surfwood's picturesque, natural appearance . . . which even includes open and sound knot-holes.

Its rustic air of informality has created a big demand for it in such di-

versified places as ranch and summer homes, offices, country clubs, rumpus room and cocktail lounges.

Surfwood is Weldwood Fir Plywood made in 48" x 96" size, 5/16" thick . . . bonded with L-IR, the new adhesive that not only resists moisture but also withstands mold.

Prefinished panels are 16" wide by 8' long, available in two delightful colors . . . Mist Grey and Seal Brown.

Surfwood is priced for *business!* Ride in on this amazing new Weldwood Panel to greater sales and profits.

\*T. M. Registered



**WELDWOOD® Plywood**

*Manufactured and distributed by*

**UNITED STATES PLYWOOD CORPORATION** New York 36, N. Y.  
World's Largest Plywood Organization

and **U. S.-MENGEL PLYWOODS, INC., Louisville 1, Ky.**

Branches in Principal Cities • Distributing Units in Chief Trading Areas

# Hal's HUNCHES

New items dealers may find  
profitable to sell -- or use

**ROOF DRAIN.** The Zurn Air-Relieved cloudburst-type roof drain reduces possibility of backed-up water that damages roofs. It has an unusually large and deep sump area that serves as a temporary reservoir and a gravel guard that prevents clogging of primary drainage. **Write for H-56—use coupon below.**

**CHISEL LINE.** A new Witherby line of quality chisels features trip hammer forged crucible steel blades, ground, heat-treated, and hand-honed. Handles are of unbreakable plastic Tenite II. **Write for H-57—use coupon below.**

**PICNIC TABLE FRAMES.** Heyer steel picnic table frames, two 2x4's, and five 10" planks are bolted together to make a table of 6' to 8' for backyards or parks. Tables can be assembled during slow periods for later sale. **Write for H-58—use coupon below.**

**CEDAR AWNINGS.** Craftsman all-cedar awnings are especially suitable for decorating new low-cost homes or brightening old ones, either frame or masonry. They come in widths of 3', 4', 5', and 6', for 2" or 3" casings. The angle is set by raising or lowering the casing blocks to the height desired. They are quickly assembled and installed with a screw driver and hammer. **Write for H-59—use coupon below.**

**HOME INCINERATOR.** A new Cole automatic gas-fired home incinerator has a rust-proof, clog-proof, and burn-proof refractory tile lining. It features air-jet combustion for quick, odorless combustion. **Write for H-60—use coupon below.**

**WINTER AIR-CONDITIONERS.** The

Rheem line of domestic heating equipment now includes oil-burning winter air-conditioners in addition to the gas models. Model 2436 "Lo-Boy" oil-burning heater currently is made in capacities of 85,000; 100,000; and 120,000 BTU. **Write for H-61—use coupon below.**

**FOLDING DOORS.** Ra-Tox folding doors and room dividers can now be ordered in a new cocoa brown shade, No. 148. Slats are  $\frac{1}{8}$ " basswood woven into fabric for unique appearance. **Write for H-62—use coupon below.**

**STORM WINDOW KIT.** Buckeye knock-down, build-it-yourself storm window units offer home-owners high quality at lower cost. Made of either redwood or aluminum, they need only glass and screening added to the packaged unit. Both models made in nine sizes. **Write for H-63—use coupon below.**

**SAFETY MIRRORS.** The new Tyre line of mirrors combines the reflective quality of double silver-coated plate glass with the safety advantages of specially-treated glass. Each mirror is laminated to plywood, which in turn is laminated to a galvanized steel back. The unit is framed in stainless steel. **Write for H-64—use coupon below.**

**SHAKE SHINGLE NAILS.** Strong-hold nails are designed to stop curling of shake shingles. Said to have the holding power of a screw, they are made in galvanized steel, copper, brass, bronze, silicon bronze, stainless steel, monel, and aluminum. **Write for H-65—use coupon below.**

**WOOD PROTECTION.** Weathercote is a new long-lasting, slow-oxidizing finish that keeps exterior wood in a

natural finish from turning black. It is said to prevent warp, swell, and check when exposed to weather. **Write for H-66—use coupon below.**

**STAPLING TACKER.** The Bostitch T5 Outward Clinch stapling tacker permits driving and clinching staples in "hard to get at" places where a blade can not be inserted. It automatically drives staples and turns the legs outward to clinch under or inside the work. **Write for H-67—use coupon below.**

**CLOTHES DRYER.** The Straightline outdoor clothes dryer has 16 parallel plastic lines and can hold 14 full sheets at one time. It folds up like an umbrella for easy storing. **Write for H-68—use coupon below.**

**ADJUSTABLE LOUVER.** A new Leslie adjustable triangular aluminum louver permits large free area regardless of roof pitch. The louvers are said never to rattle and to be an integral part of the unit so as not to become loose. The units come in three sizes—with 7, 6, and 5 vanes. **Write for H-69—use coupon below.**

**KITCHEN EXHAUST.** The new Harris 8" and 10" kitchen exhaust fans require about one square foot of wall space, so can be installed over most cabinets. Telescoping inner sleeves adjust to brick or frame walls from  $4\frac{3}{4}$ " to 14" thick. The 10" model moves air at 1,100 CFM. **Write for H-70—use coupon below.**

**PAINT BRUSH CLEANING.** The Little Dandy Brush Kit is a 4"x6 $\frac{1}{2}$ "x9" light-weight kit that holds paint brushes for storage or cleaning. Each brush is held separately. Plastic top prevents evaporation of solvents. **Write for H-71—use coupon below.**

## SOUTHERN BUILDING SUPPLIES

806 Peachtree St., N. E.  
Atlanta 5, Ga.

March, 1953

Gentlemen:

Please send more details of the new products indicated.

(Print Plainly)

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

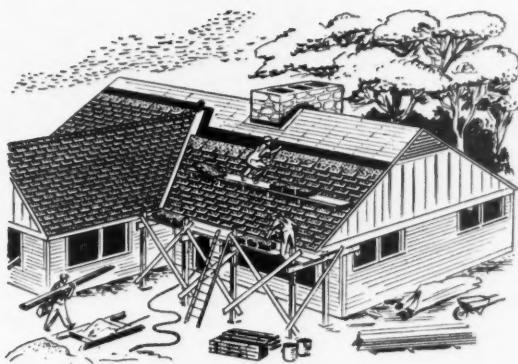
Address \_\_\_\_\_

City & State \_\_\_\_\_

Circle numbers below. More details of these new products will be mailed promptly.

H-56	H-57	H-58	H-59
H-60	H-61	H-62	H-63
H-64	H-65	H-66	H-67
H-68	H-69	H-70	H-71
P-26	P-27	P-28	P-29
P-30	P-31	P-32	P-33
P-34	P-35		

# Texaco is tops



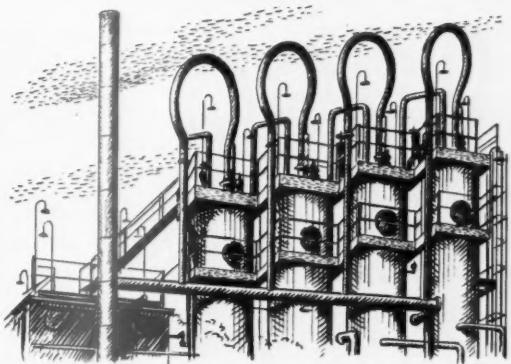
Texaco asphalt roofing products are selected for the protection of thousands of America's roofs — on homes, churches, schools, farm and commercial buildings; both new and old construction. High quality Texaco asphalt is the vital ingredient, plus manufacturing skill and experience.



Streets, highways and airports all over America are surfaced and protected with long-lasting, high quality Texaco asphalt. This is the vital ingredient that stands up under terrific punishment, rugged service, exposure to all weather and hard wear.



There is a high quality Texaco asphalt roofing product for every essential roofing need — strip, individual and interlocking shingles, smooth and mineral surfaced roll roofings, roll sidings, coatings and cements, asphalt saturated felt, and solid roofing asphalt for built-up roof construction.



From the ground up — Texaco is in a position to guard every step in the production and refining of its raw materials. So — as one of the world's largest producers of asphalt — Texaco can and does *select* from the finest petroleum crudes, the exact, right grades for specific uses. Result: 99½% pure asphalt goes into Texaco asphalt roofing products.



MEMBER OF THE ASPHALT ROOFING INDUSTRY BUREAU

# PRODUCT PARADE



## RUBBERIZED ENAMEL

Rubberized "Satinhide Enamel" is a new companion to Pittsburgh's rubberized paints. Requiring no primer, this one-coat enamel can be used on nearly any interior or exterior surface. The 16 colors and white are washable.

In conjunction with the new enamel line, Pittsburgh announced a simplified Master Color Guide system that offers thousands of color combinations. A new manual shows 151 colors grouped according to color families. It includes a table of suggested harmonies, based on complementary, split complementary, triad, analogous, and monochromatic systems.

**Write for P-26. Use coupon on page 84.**

## CIRCUIT PROTECTION

Mini-Breaker is a new permanent-type circuit protective device that fits like a fuse in any standard Edison base fuseholder delivering up to 125 volts AC service. It is designed to give home-owners the advantage of multi-breaker electric systems where the usual fuse box is already in use.

When a circuit is overloaded and service interrupted, a button in the center of the Mini-Breaker is pressed downward. Although service can normally be restored within 10 seconds, it will not maintain a circuit that has not been cleared of the condition that caused the interruption.

**Write for P-27. Use coupon on page 84.**

## PACKAGED FLUSH DOOR

Hasko K-D packaged flush door unit includes a door drilled for the lock, lock mechanism, jams notched for the header, butts installed on the door and frame, mitered trim, shingles, and nails.

The doors are made in six standard sizes, ranging from 1'6" to 3'0" in width. They come with three trim patterns. Trim and frame are of Ponderosa pine; facings are of red oak, Philippine mahogany, and birch.

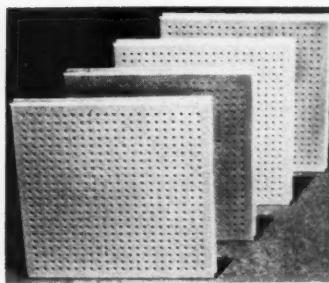
Photographs and an instruction sheet are included in each package to help home-owners install their own.

**Write for P-28. Use coupon on page 84.**



sheets—are being used for structural roof decks. The deck, thermal insulation, and finished ceiling are thus all put up at once. Built-up roofing is then applied over this fire-resistant deck.

**Write for P-30. Use coupon on page 84.**



## ACOUSTICAL TILE

Kolor-Fast variegated is the newest addition to the Nu-Wood line of acoustical tile.

This new tile is offered in four blending tawny shades of tan. It is easily applied with Nu-Wood clips, Adhestik, nails, or screws. The tongue and groove edges leave a pencil-thin, shadow-line bevel. Tiles are 12" square and 1/2" thick.

**Write for P-29. Use coupon on page 84.**

## ROOF INSULATION, DECK

Celotex Channel-Seal roof insulation features a special bevel on the four deck-side edges of each unit. When units are applied, a network of triangular channels is formed between roof deck and insulation to equalize air pressure here. This prevents blistering or separation of felt and insulation.

Cemesto panels—made of a core of Celotex cane fiberboard surfaced on both sides with cement-asbestos

## TRIANGLE VENTILATORS

New Leigh "Giant" triangle ventilators are designed to give adequate ventilation on low-pitched roofs. They are made of aluminum or steel.

They are made in three widths: 90" opening width, 18 1/4" high; 69" opening width, 14 1/2" high, and 47" opening width, 8 1/4" high.

Louvres are held to the side frame with tabs. They are designed to keep out snow and rain, and not to rattle.

**Write for P-31. Use coupon on page 84.**

## HARDWARE "SPECIALS"

In honor of IRHA Hardware Week, April 17-25, Stanley Tools offers two "specials."

A combination package of two best-selling rules—No. 106 or 106F 6' folding green end rule (regularly \$1.50) and No. 1206W 6' pull push rule (regularly 89c)—will be offered





## Depend on your General Jobber for complete door service

You have the biggest stock of Flush Doors in town when you sell General Gibraltar and Kentucky Colonel Doors. Any size, in a wide variety of finishes, is available to you from your General Jobber's complete stock. That means fewer lost orders, smaller capital investment.

Veneers are expertly matched in General's New Albany plant.



### quality is built into panels in general's own plywood plants



In face panels, too, General leaves nothing to chance. The huge New Albany, Indiana, and Tarboro, N.C., plants are devoted exclusively to this important phase of production on General Gibraltar and Kentucky Colonel Doors.

Veneer sheets are carefully dried in special equipment, and matched for the most beautiful decorative effects. Glue spreads are constantly checked and the assembly of three plies is pressed in modern hot presses for permanent bonding  $3\frac{1}{3}\%$  thicker than most door panels!

In these important ways, General safeguards its reputation and yours: **THE WORLD'S MOST BEAUTIFUL DOORS**—Premium door face panels are either one-piece or perfectly matched for grain and color. **MOISTURE CONTROL**—Dried to a limit of 5 to 7% moisture in Gen-

eral's own giant kilns. Secretly processed to relieve grain stresses.

**SCIENTIFIC CORE DESIGN**—Inert 3" fibre rings are spaced  $1\frac{1}{2}$ " apart to give panels the strongest support known to the industry.

**HOT PLATE PRESSED**—Glues are driven deep into panels, frames and cores with more than 500,000 pounds pressure and then set by heat for all time.

**BELT SANDING**—Finished on the most modern double belt sanders, for satin-smooth, flawless surfaces.

From log to veneer . . . from panel to finished door . . . every step in the manufacture of General Doors is quality controlled and inspected. General's extensive facilities are your positive assurance of uniform satisfaction — year after year — for you and your customer.

**GENERAL PLYWOOD CORPORATION**  
**LOUISVILLE 12, KENTUCKY**

*The doors that pass the "Elephant Test"*

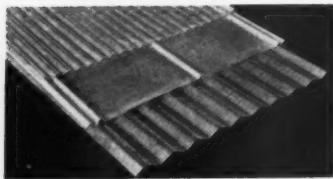


for \$1.89, saving the customer 50c on each rule.

A second specially-priced item is the No. 7020 adjustable closet bar, made of telescoping steel tubes and finished in bright durable nickel plate. These bars are made in four sizes: 18" extending to 30"; 30" extending to 48"; 48" extending to 72", and 72" extending to 96".

**Write for P-32. Use coupon on page 84.**

#### ALUMINUM ROOFING



Quaker State cross-crippled aluminum now is available in three types: 1 1/4" corrugated, 5-V crimp, and 2 1/2" corrugated.

The crimped design is said to be more rigid and less glaring. It eliminates unsightly end or side caps.

**Write for P-33. Use coupon on page 84.**

## New Equipment

These new products may cut your business operation costs

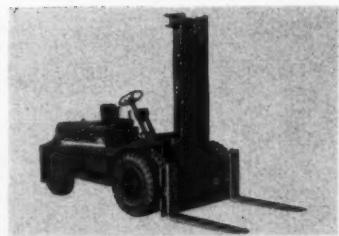
#### PALLET TRUCK

The Anco pallet truck line now includes a new model, the Anco-8. This model has the same specifications as the regular Anco except that it is 10" shorter and has tubular sides.

Optional with regular Anco trucks,

a new attachment, the A-Arm, reaches over the bags and pulls the load back. This, the nose plate, and nose-plate wheels permit easy tilting of 1,200-pound loads.

**Write for P-34. Use coupon on page 84.**



#### HEAVY-DUTY LIFT TRUCK

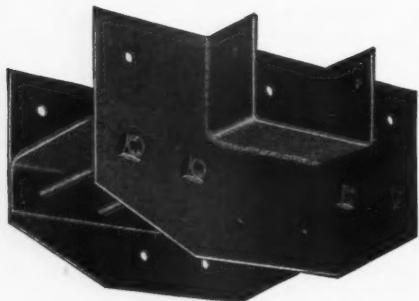
The latest addition to the Clark line of fork-lift trucks is the Yardlift-100. This sturdy, gas-powered, pneumatic-tired truck has a 10,000-pound capacity at 24" load center.

The standard over-all height is 113" with fork lowered, 178" with fork raised to 144". Turning radius is 133" to allow operation in narrow aisles.

**Write for P-35. Use coupon on page 84.**



## ORDER FROM STOCK! Low Cost **TIMBER FITTINGS** for Industrial and Commercial Buildings



#### DUPLEX STEEL POST CAPS

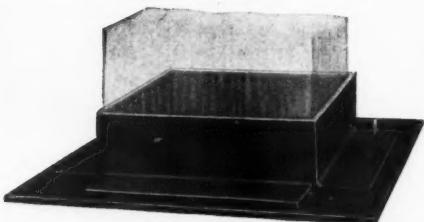
made of heavy, open-hearth steel plate and finished complete, ready to frame any arrangement of timbers coming into a post. Accurately sized in an efficient design that forms a complete cap around the post. Stronger, more convenient than other types of post caps. APPROVED BY UNDERWRITERS' LABORATORIES.

**WRITE NOW for BOOKLET 27-B**

**JOIST HANGERS** — Fit closely on all sides! Also adapted for stair well, chimney, light shaft and similar framing. Made of best open hearth steel. Single or double styles for every size timber.



**POST BASES** — Made of steel plates and angles, welded to make a tight fit on all standard timber sizes. Greater load bearing capacity than other types of bases.



**The Duplex Hanger Co.**

1289 East 53rd St.

Cleveland 14, Ohio



*Doors stay OPEN without stops or wedges. They swing freely with NO binding. They are matched and fitted at the factory by specialists to assure it.*

*Doors stay shut, latch tight without sticking or jamming in the frame. Look identical to conventional door when installed.*

## **This Complete, Packaged Door Unit offers Every Advantage**



*Carpenter merely slips unit into opening. Only takes 20 minutes.*

Think of being able to sell a door frame with the door already hung! With National Ready-Hung Door Unit, most of the carpenter's work is already done for him. Look at the savings you can offer.

Each door-and-frame unit comes individually crated for protection. Door hung on two butts, completely machined for lock. Lock is furnished. Joints are square and tight, kept that way by special mitre-joint fasteners in trim. Adjustable for wall thickness from  $4\frac{1}{4}$ " to  $5\frac{1}{2}$ ". Wide variety of interior styles.

**Savings to the builder in time, trouble, labor: tremendous!  
Customer call-backs: none! Sales: RED\*HOT!**

### **DEALERS:**

See your jobber—or if your jobber doesn't yet have them, write us for name of your nearest source. Ask for our catalogue, too. We manufacture a complete line of Windows, Doors, Millwork, and the famous NATIONAL WINDOW UNIT.

Manufactured by  
**NATIONAL WOODWORKS**  
Box 5518  
Birmingham 7, Ala.

*and . . . NATIONAL DOOR UNIT CORP.*  
123 Griffith St.  
Charlotte 3, N. C.

# DEALERS *in the* NEWS

## LOUISIANA

SHREVEPORT: A. G. Hammett, Jr., since 1946 a partner in the wholesale firm of Brock-Hammett Lumber Co., has opened a retail business here, the A. G. Hammett Lumber and Supply Co. The former firm recently was dissolved and Brock opened a new wholesale company. . . . A charter has been granted to

Ideal Building Materials, Inc., with capital stock listed at \$350,000.

LULING: The Luling Lumber Yard, established in 1926 by Lloyd Landry as a branch of the LaPlace Lumber Co. and purchased in 1940 by M. L. Funderburk, has been bought by the Landry Lumber and Supply Co. Officers of this new organization include Lloyd L. Landry, Sr., president; Gordon Q. Lan-

dry, vice-president, and Mrs. Lloyd Landry, secretary-treasurer.

MONROE: The Usrey Lumber Supply Co. has been granted a charter of incorporation, listing capital stock at \$25,000.

RAYNE: Ned Ball, executive vice-president of the Louisiana Building Material Dealers Association, was guest speaker at a recent Rayne Lions Club dinner. He urged greater interest in national government by individual businessmen.

COVINGTON: The Mabry-Chandler Lumber Co. is now incorporated, with capital stock of \$150,000.

KENNER: A charter has been granted the Lacour Lumber Co., millwork and building materials, listing capital stock at \$10,000.

Murray presents its new  
**DELUXE LINE**

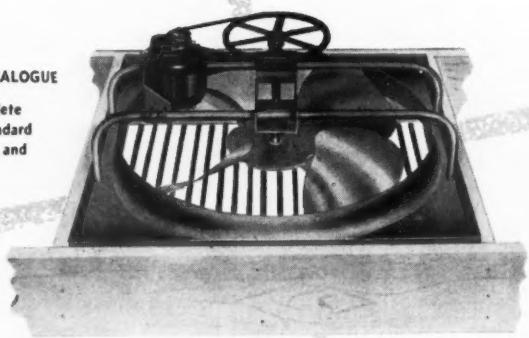
## THE WINNER SETS THE PACE

A step ahead of the entire fan field in anticipating the demand of the booming fan market, Murray announces the addition of its new and exclusive DeLUXE models to the line of attic and industrial fans.

- Only Murray's DeLUXE line offers install-em-and-forget-em advantage—sealed, lifetime-lubricated ball bearings in both fan and motor.
- Only Murray's DeLUXE line offers a full 10-year guarantee.

### WRITE FOR NEW CATALOGUE

New catalogue on complete line of DeLUXE and Standard industrial and attic fans and window fan line



**Murray**  
COMPANY OF TEXAS INC.  
ATLANTA, GA.

H. C. BIGLIN COMPANY, INC., 177 HARRIS ST., ATLANTA, GA.

## VIRGINIA

LAWRENCEVILLE: J. B. Rawlings was re-elected president of the Chamber of Commerce, the first time a president of this group has succeeded himself in several years. He is manager and secretary-treasurer of the Lawrenceville Brick and Tile Co.

RICHMOND: L. E. McAllister has opened the Southside Builders Supply on East Belt Boulevard. His son, L. E. McAllister, Jr., is manager.

## ARKANSAS

HELENA: The Gus Reichardt Lumber Co. has been incorporated. Besides Reichardt, incorporators are L. A. Hardman and W. G. Dinning, Jr.

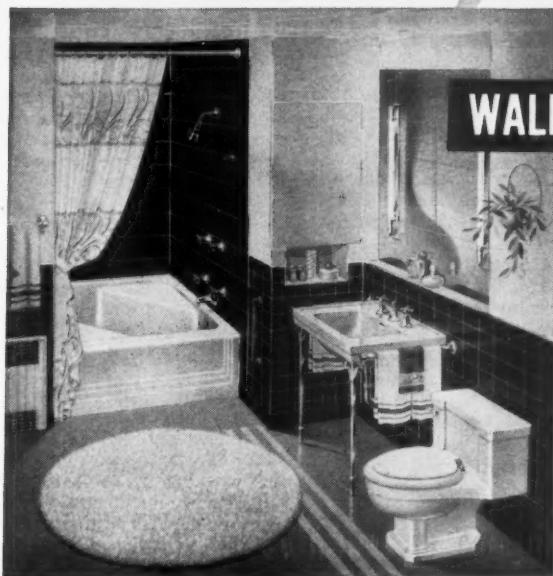
## TEXAS

TEXARKANA: Bruce Cunningham, president of the Cunningham Lumber Co. here and former mayor, is the new president of the Four States Shrine Club. He also is a new member of the board of the Community Chest.

FORT WORTH: The Chickasaw Lumber Co. recently promoted "Dutch" McAmis to manager of the roofing and application department. He has been in this business over 20 years.

BRIDGEPORT: The Fort Worth Sand and Gravel Co. has completed its new crushed stone plant near here. It will have a capacity of over 200 cubic yards an hour and will

# This room finished



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★ *A Lifetime of Beauty*  
*Assured by Finest Quality*  
*Baked Enamel Finish*

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*for YOU!*

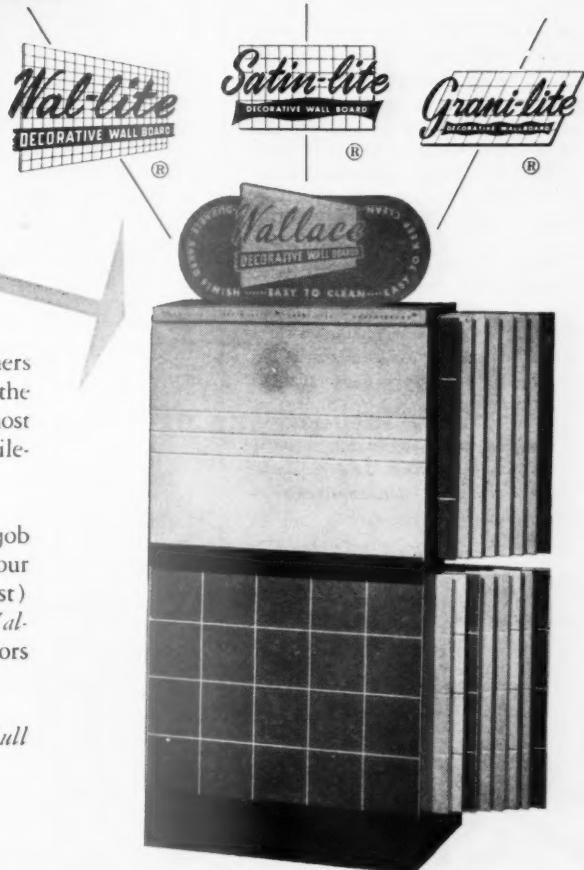
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Because it helps you do a better, easier selling job we urge you to make full use of one in your show room. Available (at a fraction of its cost) fully loaded with 20" x 16" size samples of *Wal-lite*, *Satin-lite*, or *Grani-lite* in your choice of colors and patterns.

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perfect, simplify frameless  
tension screens**

LOXSCREEN's exclusive 2-way-pull Spring Latch creates positive, permanent tension from top to bottom and from left to right. Snap it out for window service . . . roll it into a small, neat package for off-season storage. Once LOXSCREEN's Spring Latch is set, screen may be removed and hung again without readjustment.

LOXSCREEN's exclusive 2-way length adjustment gives complete closure. Extra folds of screen cloth at top and bottom, plus finger-tip floating bar allow for individual window frame variations, setting, etc. Ideal for new installations or replacements.

LOXSCREEN's are designed for economy as well as satisfaction. Low in initial cost, their lifetime aluminum construction eliminates maintenance.

*All standard sizes.*

*Prompt service  
on special orders.*



*Manufactured By*  
**THE LOXSCREEN COMPANY**  
Columbia, S. C.

serve the Dallas-Fort Worth area.

**SILSBEE:** Buck Jones, who served as manager of the Britton-Cravens Lumber Co. for 25 years, recently resigned. He announced plans to start a business with his three brothers.

**TYLER:** Graham Builders Supply Co. now has a department to furnish dairy equipment. It stocks electric milkers, milk coolers, hot water systems, and will construct dairy buildings for farmers to house them. Holt Owen recently held a formal opening of his Owen Lumber Co. at 238 South Glenwood, a new location. The building features quite modern architecture, including a space for planting flowers in front.

**KELTYS:** Eli Wiener, board chairman of the Angelina County Lumber Co., came here from Dallas recently to receive a gold watch, marking his 61st year with the company. Wiener, 76, received the watch from President E. L. Kurth. Wiener is president or director of several other Texas building supply firms.

**LANCASTER:** The Wheat Lumber Co. opened here January 31. It is a branch of the Wheat Lumber Co. in Dallas, owned by Dewayne Wheat. Richard N. Landers is local manager.

## KENTUCKY

**LOUISVILLE:** A larger tract of land at 103 Exchange Street in St. Matthews has been purchased by the Marshall Planing Mill Co. for expansion of its manufacturing and lumber drying facilities. As soon as buildings are completed on this tract, the firm will move from its original site at 131 Breckenridge Lane, according to President R. W. Marshall.

## ALABAMA

**ROBERTSDALE:** Herbert C. England, Jr., has rejoined the H. England Lumber Co. here after spending two years in the Army.

## MISSOURI

**BROOKFIELD:** H. Gwen Bradley has moved here to manage the North Missouri Lumber Co. He formerly was assistant manager of the Long Bell yard in Moberly.

**AVA:** Leslie P. Gritzmaker, manager of the Ava Lumber Co., has announced the sale of the yard's planning mill to Jerry Elliott. He will operate the mill in cooperation with the Ava firm and continue to do custom milling.

**KANSAS CITY:** The Burgner-Bowman-Matthews Lumber Co. entertained 100 employees and guests at a dinner recently in honor of its

50th anniversary. Fifteen employees received wrist watches for 25 years of service. Six employees with 35 years of service were introduced.

## WEST VIRGINIA

**HUNTINGTON:** City Lumber and Supply, Inc., has added a salesman who can schedule and specify builders hardware in the contract field.

## MISSISSIPPI

**HATTIESBURG:** The Glendale Lumber Co. has been granted a charter of incorporation, with capital stock listed at \$25,000.

## FLORIDA

**MIAMI:** Renuart Lumber Yards, Inc., held a formal opening of its new yard, hardware, and paint store January 17. Two years ago the firm erected a temporary structure on the Biscayne Boulevard site, but the popularity of the branch has made expansion and permanent fixtures necessary.

**JACKSONVILLE:** Leslie J. Klotz, for many years treasurer and later vice-president of the Mason Lumber Co. has retired. Employees gave him a desk lamp at a farewell party.

**BRADENTON:** B. W. Zeller, local lumberman, has been elected president of the First Federal Savings and Loan Association of Manatee county.

## KANSAS

**AGRA:** Charles DuMars, 70, manager of the Agra Lumber Yard, has resigned after 46 years with the firm. He started work as a yard man and still "loves the feel and smell of wood." Paul Isernagen is the new manager.

**KINGMAN:** Another "old timer" to retire is S. W. (Si) Sturgeon, nearly 76, manager of the Anawalt-Campbell Lumber Co. He has served his firm 43 years and will continue to advise on the yard's policies. His successor is John Duffin, who has been with the firm 12 years.

**DIGHTON:** Woodrow Murphy has moved his business to a larger, more convenient location. The building supply firm now is known as Murphy's.

**COFFEYVILLE:** Fred Rountree is new manager of the Benson Lumber Co., following the death of James Hadley Martin.

**WELLINGTON:** C. L. (Vern) Beals, manager of the Rounds and Porter Lumber Co., resigned January 15 to devote full time to a construction company. The new manager is J. C. Gillig, transferred from



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**CORPORATION**

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"Masonite" signifies that Masonite Corporation is the source of the product.

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The extra value in Vento Residence Casement Windows includes: all casements drilled and tapped to receive storm sash and screens, operator arm guide channels attached with screws for easy removal and replacement, if necessary; ventilator frames constructed from the same heavy sections as the outside frame. This provides greater rigidity and stronger ventilators.

Also ask about the extra value in:  
**NEW IMPROVED VENTO "CHAMPION" BASEMENT WINDOWS**  
**VENTO "THRIFTY" BASEMENT WINDOWS**  
**VENTO FORMED STEEL LINTELS (FOR BLOCK AND BRICK CONSTRUCTION)**  
 Vento "Champion" Barred Basement Windows  
 Vento "Champion" Utility and Barn Windows  
 Vento Thrifty Utility and Special Type Windows  
 Write us for latest catalog and full information

**VENTO** STEEL PRODUCTS  
CO., Inc.

253 Colorado Ave.  
BUFFALO 1, N. Y.

Cordell, Okla. . . Tracy M. Halliday has sold his interest in the Hangen and Halliday Lumber Co. to R. E. Hangen and Harold L. Gibson. Hangen and Halliday were partners more than one-third of a century.

**PARSONS:** Paul J. McConnell has retired from active work after 47 years in the lumber business, 33 of them with his own firm here. New manager is William J. Waltz, who moved here from Nevada.

**ARKANSAS CITY:** After 32 years with the Comley Lumber Co., now called the Comley-Neff Lumber Co., Fred Bender is retiring.

**ST. JOHN:** The Home Lumber Co. has a newly-remodeled interior. The private office is being enlarged and paneling put on showroom walls.

**GYPSUM:** The Moore Grain and Lumber Co. of Gypsum and Roxbury has sold its building material portion and some real estate to the partnership of George L. Frisbie and Thomas Stein, who already owns a planing mill. Moore retains the feed, grain, and coal business.

**SUBLETTE:** The T. M. Deal lumber yard here, wrecked by wind two years ago, is being rebuilt. A new shed 108 by 20 feet is planned.

**McCUNE:** The Messenger Lumber Co. soon will have a new building for housing seeds to serve the farming community.

## SOUTH CAROLINA

**GEORGETOWN:** The Georgetown Building Materials firm has been granted a charter of incorporation. Horace L. Tilghman, Jr., is president.

**MYRTLE BEACH:** The Dobbs Lumber Co. has been granted a charter to buy and sell lumber, millwork, and building materials. The president is Charles E. Krampf.

**TAYLORS:** The Builders Lumber Co. has been granted a charter to operate a wholesale and retail lumber business. Coke Smith, Jr. is president.

## OKLAHOMA

**STILLWATER:** A. L. Cobb is new manager of the Rounds and Porter Lumber Co. yard here. He succeeded R. C. Thomason, who headed operations for 10 years before resigning recently.

## GEORGIA

**ATLANTA:** Thomas L. Jordan, general manager of the West Lumber Company's branch stores in Scottdale, East Point, and West End, has been elected assistant vice-president of the firm. He joined West in

1949 after serving as a pilot in the Air Force and studying at the University of Georgia.

## NORTH CAROLINA

**VANCEBORO:** A charter of incorporation has been issued to the Craven Lumber Co. Incorporators are A. L. Ashburn, Jr., H. A. Preston, and C. E. Neal.

**MARSHVILLE:** The Morgan Lumber Co. recently moved to a new location near here on Highway 74. A modern office and other buildings have been erected, plus an incinerator for burning shavings.

## OBITUARIES

**JAMES HADLEY MARTIN,** 43, manager of the Benson Lumber Co. in Coffeyville, Kan., for six years, committed suicide in January. He was found in his car after he was missed for several days, shot in the head with a .22 rifle. No motive was disclosed. He was vice-president of the Kiwanis Club. Surviving are his wife, four sons, two daughters, and father.

**A. H. (BUDDY) BURNETT,** a representative of the Cherokee Brick and Tile Co., Macon, Ga., died recently. He was well known to dealers in several Southern states.

**DALE WENSELL, SR.,** 69, owner of the Wensell Lumber and Hardware Co. in Sand Springs, Okla., died recently in Tulsa. He was an active member of the Southwestern Lumbermen's Association. Surviving are his wife and son.

**JOHN F. SAGE,** 47, manager of the E. L. Bruce Company's operations at Bruce, Miss., died after a short illness January 5. He had served the Bruce firm since 1925. He leaves a wife and three daughters.

**L. D. RAMSEY,** 62, owner and operator of the Ramsey Lumber Co. in Asheville, N. C., died January 12 after a short illness. He leaves a wife, daughter, and adopted son.

**ROBERT STEELE MCREA,** 81, owner of the Putman Lumber Co. in Richmond, Kan., died January 12. He was active in his business until last April. He was a charter member of the Chamber of Commerce and was vice-president of the Peoples National Bank. He leaves a wife, two daughters, and son.

**RUSH HENRY TODD,** 85, died February 9. He was president of the R. H. Todd Lumber Co. in Ocala and a past-president of the Florida Lumber and Millwork Association. He was a city councilman and past-



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and good selling for you!

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## Plastic-Faced Plywood

*is Engineered  
for Painting*



Builders, home-owners, industrialists . . . anyone who paints will want this revolutionary new plywood because it is specially designed to make painting faster and easier than ever before.

GPX GREEN is check-free and crack-free, reduces grain raise, requires less paint and makes it last up to 3 times longer than other materials. It's made from top-grade, solid-core Douglas Fir plywood surfaced with a phenolic resin plastic overlay that produces the smoothest painting surface obtainable—so smooth that sanding is never required. Tell all your customers about these outstanding features. But first, call your G-P warehouse and stock up with profit-making GPX GREEN.

### G-P PRODUCTS

GPX Plastic-faced plywood • G-P Crownply hardwood plywood • G-P WedgeWood decorative paneling  
G-P Plysheet Southern plywood • Douglas Fir Plywood  
Giant-sized Scarfed panels • Fir pattern Doors • Hardwood Flush Doors • Cypress and Redwood Lumber  
Southern pine • Western lumber • Southern hardwood lumber • Treated lumber and timbers • Residential and  
factory flooring • Mouldings



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PLYWOOD COMPANY

Southern Finance Building

Augusta, Georgia

Call 2-8383

president of the Marion County Chamber of Commerce.

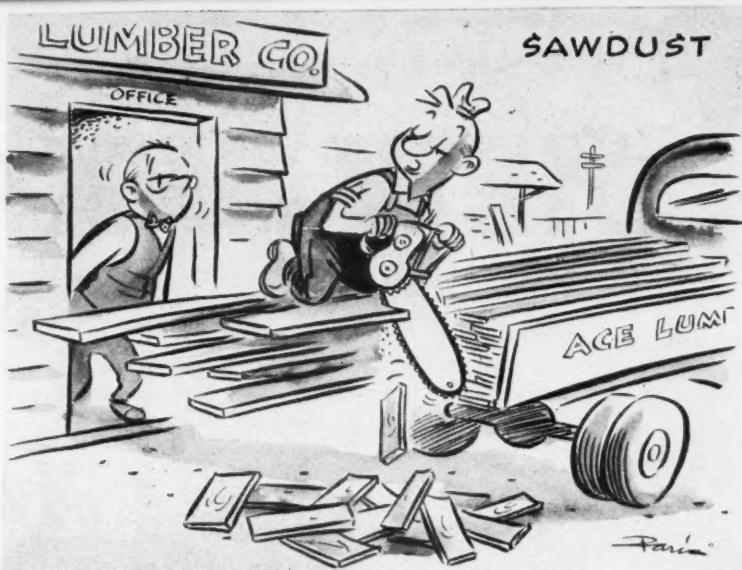
**WALTER D. HULL**, 65, sales representative for the E. L. Bruce Co. with headquarters in Houston, Tex., died February 1. Before taking over the Houston office in 1938, he had spent 20 years in the lumber business in Kansas City. He leaves a wife, daughter, and son.

**JAMES T. HAILE**, 56, of New Braunfels, Tex., died early in February while on a fishing trip at Aransas Pass. He owned the New Braunfels Lumber Company. He was past-president of the New Braunfels and Comal County Chamber of Commerce, and had developed a new residential section. He leaves a wife.

**EDWIN G. BOWER**, 71, Texas Lumber and Supply Co. in Dallas, Tex., died February 10. His wholesale firm supplied dealers throughout the area. He was one of the oldest members of Hoo-Hoo, his number being 12529.

**ROBERT L. TILL**, 45, manager of the Builders Lumber and Supply Co. in Pineville, La., died February 11, after an illness of over a year. He had served as president of the Kiwanis Club and as director of Central Louisiana State Hospital. He was Pineville's "most outstanding citizen" in 1948. Surviving are his wife, son, and two daughters.

**STEPHEN E. WILKINSON**, 70, lum-



ber dealer in Cloverdale, Va., died on February 18 in a Roanoke hospital. Such a leader and booster was he, the special train carrying the Roanoke Boosters Club on their annual outing to White Sulphur Springs made a special stop at Cloverdale to pick up Wilkinson.

## G-E Increases Silicone Production

On January 15, the chemical division of the General Electric Co. put into operation expanded facilities for producing silicone materials, costing over \$5,000,000. This gives the G-E Waterford, N. Y., plant a production capacity comparable to any other in the nation.

The basic operation at Waterford is combining stable inorganic silicone metal, derived from sand, with flexible organic materials. This permits chemists to turn out scores of seemingly dissimilar products, all with such silicone characteristics as resistance to high and low temperatures, release from sticking, chemical inertness, and unusual surface properties.

G-E predicts a sharp increase in the use of silicones in masonry water repellents. They have gained popularity for this use because they seal out moisture, yet permit masonry surfaces to "breathe."

## Plumbers Go 'Atomic'

Atomic plumbing is here.

The Plumbing and Heating Industries Bureau reports that some plumbing contractors are using radio-active isotopes to detect leaks in piping. Instead of ripping up floors and walls, plumbers inject radioactive iodine into piping.

With a Samson meter, they follow the material through to the point where the isotopes leave the pipe. And there is the leak!

Pure water is then flushed through the pipes until no isotopes can be detected with instruments.

**HETTINGER'S**

**Triple Seal**  
PATENT NO. 2,725,80

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NOW!  
ORDER  
TRIPLE SEAL  
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ALUMINUM METAL  
AVAILABLE  
AT YOUR LOCAL  
LUMBER DEALER.  
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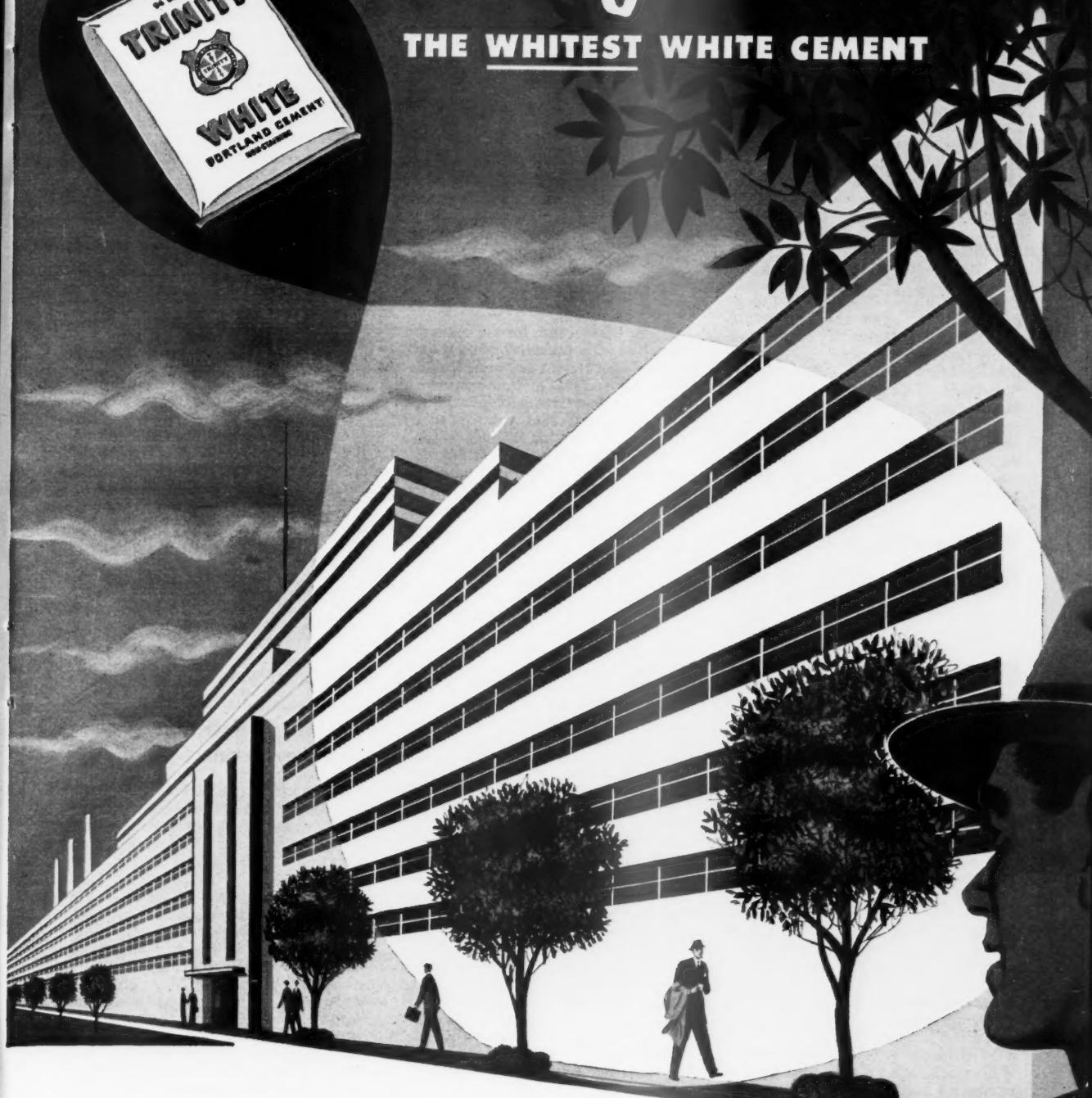
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# Trinity White

THE WHITEST WHITE CEMENT



Stock and sell Trinity white—the whitest white portland cement. It gives extra eye-appeal to . . . architectural concrete units . . . stucco . . . terrazzo . . . cement paint.

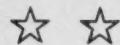
Trinity has many special uses because of its beauty and light-reflective properties. Trinity white is a true portland cement that meets all Federal and ASTM specifications.

General Portland Cement Co., 111 W. Monroe St., Chicago; Republic Bank Bldg., Dallas; 816 W. 5th St., Los Angeles; 305 Morgan St., Tampa; Volunteer Bldg., Chattanooga.

As white as snow

a true portland cement

# WASHINGTON NEWS



## For All . . . or For None

Members of the Chamber of Commerce of the U. S. voted by a 16 to 1 majority in a January referendum in favor of a sweeping expansion of the social security program to cover all working and all retired persons. Consequently, the Chamber will launch an effective program to carry out the businessmen's mandate late this month in Chicago.

Enactment of the Chamber's proposal would result in (1) paying basic OASI benefit to all today's unprotected aged and ending discrimination against more than half of the aged population; (2) eliminating Federal subsidy of state relief programs for the aged, thereby saving a billion dollars annually in Federal public assistance grants; (3) extending coverage of the Old-Age and Survivors' Insurance system to all gainfully employed who are not presently covered under contributory social security; and (4) financing benefits on a pay-as-you-go basis, thereby establishing a direct relation between income and outgo.

## 11 from Home Builders

Emanuel M. Spiegel, new president of the National Association of Home Builders, has announced 11 major recommendations for governmental action on a comprehensive national housing program. In brief, these are:

1. Sufficient FHA insurance authorization should be provided as a continuous revolving fund.

2. The interest rate on guaranteed or insured home loans should be increased in direct relation to the interest rate on government bonds.

3. FHA requirements for down-payments should be reduced — particularly on medium-priced housing — and 30-year mortgages permitted on FHA and VA houses priced under \$12,000.

4. Fannie Mae — Federal National Mortgage Association — should be restored to original function as a secondary market for mortgages.

5. Defense and military housing programs should be restricted to stringent needs.

6. FHA should expand and liberalize insuring aids for home repairs and rehabilitation and spearhead a campaign for enforcement of local building, sanitation, and health codes.

7. Substitution of rent assistance, under proper local supervision, for the present wasteful public housing program in order to provide housing for the needy.

8. Elimination of inactive and useless portions of FHA finance program — such as sections 609, 611, Title VII, and farm housing section.

9. Continue Housing and Home Finance Agency as a supervisory agency only.

10. Transfer of supervision of technical aspects of VA-guaranteed home loans to FHA, to eliminate duplicate effort and expenses.

11. Careful review should be given to further appropriations for public housing program, to eliminate needless projects and expense of Federal funds.

## Dickerman Takes Over

John M. Dickerman, former assistant executive vice-president, this month became executive director of the National Association of Home Builders. In this position he succeeds to the tasks handled for 11 years here by Frank W. Cortright, who has retired as executive vice-president but will continue in an advisory capacity.

## Cole for Foley

President Eisenhower has selected Albert M. Cole, former member of the House of Representatives from Kansas, to succeed Raymond Foley as administrator of the Housing and Home Finance Agency.

Commenting on Cole's nomination, NAHB President Emanuel M. Spiegel said it is "an outstanding choice," for Cole's "Congressional service and wide experience in all phases of housing legislation make him eminently qualified for this position."

## Biggers on Council

New members of the Business Advisory Council to the U. S. secretary of commerce, Sinclair Weeks, include the president of the Libbey-Owens-Ford Glass Co., John D. Biggers, as chairman. Other members are Charles B. Dickey, J. P. Morgan and Co.; William C. Foster, former Under-Secretary of Defense; John Hay Whitney, stock broker; Leonard F. McCollum, Continental Can Co., and Alden G. Roach, Consolidated Western Corp.

## Ike, the Decontroller

Executive orders by President Eisenhower last month to decontrol wages and salaries, prices of all building materials except certain steel items,

and construction authorization, surprised many people but pleased more. Their continuance created a topsy-turvy unbalance of supply and demand that provided bookkeeping and reporting headaches.

Dealers handling the decontrolled items must preserve records of past prices and sales as specified under GCPR, SR-29, or SR-87. But they need not keep records of future transactions.

## Future Homemakers Woed for Home Show

Members of the Oklahoma City Home Builders Association have an eye to their future market by scheduling their annual Greater Oklahoma Home Show concurrently with the annual one-day state convention of the Future Homemakers of America.

The 15,000 teen-age girls who attend this convention are invited as special guests to the show. One chapter of FHA is selected to prepare a special booth depicting the program of this youth-training organization, according to Clark X. Pace, general show chairman.

The home show will begin March 22 for an eight-day run in the Municipal Auditorium. It will include exhibits of 250 products and services in the 100 booths manned by retailers, wholesalers, and producers of building supplies and home products.

## Georgia Convention Features Forum Sessions

The 28th annual convention of the Building Material Merchants of Georgia will feature forum discussions of dealer problems, with Counselor J. G. Rowell as the moderator.

The meeting will be held at the Bon Air Hotel in Augusta, March 30-April 1. A golf tournament at the Augusta Country Club will begin the activities, followed by a dinner-dance Monday evening.

Tuesday morning speakers will be Miss Pauline Richers, president of the Atlanta chapter of the National Association of Lumber Women, and Henry Munnerlyn, NRLDA president from Bennettsville, S. C.

Participating in the morning and afternoon panel sessions will be Munnerlyn, Birmingham dealer Bedford Seale, and Florida dealer Forace Holland; Georgia Tech Extension Course Coordinator Charles H. Taylor, and others.

# THESE WIZARDS WITH WOOD

Turn Uncle Sam's mail-men  
Into Harrington Brothers  
Most hard-hitting salesmen

Largest Selling Wood Glue—

## WELDWOOD PLASTIC RESIN GLUE

For making things or fixing things, recommend Weldwood Glue—for all wood-to-wood bonds and many other uses. Makes joints stronger than the wood itself. Mixes easily with water. Stain-free, rot-proof, highly water-resistant! For hobbyists, home owners, contractors, carpenters! In self-selling display cartons! 10c, 15c, 35c, 65c, 95c; 5 lbs., 10 lbs., 25 lbs.

Blond or pickled effects call for

## WHITE FIRZITE\*

For magical woodsy effects on hardwood or soft, plywood or solid lumber. For light pastel tones, tint with Colors-in-Oil. For soft wood and fir plywood paint jobs, WHITE FIRZITE as an undercoat, helps prevent grain raise or checking. (For soft wood or fir plywood stain jobs, recommend CLEAR Firzite, to tame wild, unsightly grain.)

Big demand for natural wood finishes, sells

## SATINLAC\*

The big modern style trend is for light natural wood finishes—on furniture, wood paneling and woodwork. When customers ask you what to use, you'll make friends by recommending SATINLAC. It brings out and preserves the natural grain and color-beauty of any plywood or solid wood. Water-clear Satinlac avoids that "built-up" look. Easy to brush or spray; dries "dust-free" in 20 minutes, ready for next coat in 3 or 4 hours.

\*In pints, quarts, gallons, drums.



Here's the way it works: in response to our national ads in Saturday Evening Post and 29 other magazines thousands of people write us every month, "Where can I buy them?" We refer them to dealers. So write us a post card today, telling us that you carry WELDWOOD® GLUE, FIRZITE® and SATINLAC® and we'll refer nearby inquiries to you. We'll also send you useful literature.

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Branches in Principal Cities — Distributing Units in Chief Trading Areas

**We must develop a strong and stable America as the**



# **Price of Survival in a**

**By A. LEE M. WIGGINS**

**Chairman, Atlantic Coast Line Railroad Co.**

**SHORTLY AFTER** President Eisenhower returned from Korea, a taxi driver in New York assured me with apparent satisfaction that everything was going to work out all right. Many observers agree that following the election there was a remarkable change in public attitude toward our domestic and international difficulties, and a greater confidence that our problems were on the way to being solved.

Public support of a new approach to our problems, national and international, under new leadership, was a most heartening development of the recent election. New hopes were raised and faith strengthened that we will be able to preserve and multiply freedom in a world that is threatened by enslavement and human degradation, without the catastrophe of an atomic war.

However, any complacency about present conditions and the prospects ahead constitutes a most dangerous attitude for the future well being and safety of this nation and for the preservation of freedom among men. The facts are that the further along we get in the struggle between freedom and communism, the more difficult becomes the task of preventing the spread of communism and the further away the time schedule for effective results reaches into the future. In the meantime, the possibility of an all-out war, starting accidentally in one of the many powder kegs around the world or by design of the communists, is a continuing and ever-present threat.

For the past two decades, we have sought the easy way out of our national difficulties. We have tried to find pleasant and comfortable answers to our problems through the use of government deficits, artificial price raising, legislative wage raising, the multiplication of dollars, the redistribution of wealth

through taxation and inflation, government guarantees and subsidies, easy money policies that encouraged the creation of debt, and many other substitutes for sacrifice and hard work.

Most of these things were done in the name of social progress and reform. It was a pleasant one-way street. We were headed toward what appeared to be Utopia when World War II brought the threat of fascist domination of the free world.

We mobilized our resources and leadership and attempted to purge the world of the virus of fascism, which we thought at the time was the only serious threat to freedom. In this we were tragically mistaken. We were led to extend a friendly hand to a war ally who has now become a greater enemy to freedom than Germany ever was. This former ally has now embarked on a program to conquer and enslave the entire world by means of aggression and subversion.

**The tragedy is** that some of the spread of communism should have been accelerated on the wings of what was considered liberalism. Subversive elements were found in high places in our own government, hiding under the protective cloak of pseudoliberalism and social reform. Even men of sincere good-will were completely deceived.

Leaders in America and throughout the world could not believe the ghostly specter of what they feared. Appeasement and compromise seemed at the time to be the only policies that would avoid a conflict which might engulf civilization. We were literally taken for a ride — leaders of state and common citizens alike — in this country and throughout the world.

The free nations liquidated the greatest military machine on earth at the end of World War II, while communist nations multiplied their military power. Too late we discovered that the military might of communist aggression, augmented by subversion, threatened the world. Too late we discovered that there is no compromise between freedom and slavery, between truth and lies, between God and materialism.

And so, today, we find this nation in the role of leadership, desperately seeking to multiply the

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# Danger-Filled World

No. 4 of a series on problems  
of business and government



strength of free peoples throughout the world in order to save as much as possible of what is left from the communists and to meet successfully what may be civilization's greatest struggle to preserve freedom.

Only now are we beginning to discover the full import of the social, political, and economic revolution that has erupted with increasing fury throughout the world. We are witnessing bitter struggles among fiercely antagonistic groups in many nations, millions of people in revolt, seeking a new and better way of life.

World-wide communication, particularly radio, continuously reveals to the most isolated communities throughout the world achievements and satisfactions that inspire people everywhere to a new hope for a better life. Mankind is on the march — destiny unknown.

The disillusioned peoples of many nations are ripe for the painted allurement of communism. Discontent

with low economic and social status and racial prejudices provide the ferment in which communism flourishes. Governments based on oppression and poverty for the multitudes and power and privilege for the few are disintegrating throughout the world.

Our first objective was to prevent the further absorption of peoples and nations by the communists. It found expression in military action in Korea. For the most part, it is being carried out through a program of economic and military aid to countries that have demonstrated a desire and capacity to fight communism. Though successful in large measure, this policy has failed in some countries because of our ineptness and a question as to our motives.

Whatever the success or failure of these initial efforts, we should re-examine and re-appraise them. We should now move to a more positive approach in which our efforts will be attuned to the aspirations and needs of particular countries. Our motives should be clearly revealed as being primarily to help people who want to preserve the freedom they have and are trying to achieve a more productive and more satisfying social, economic, and political order under freedom.

Another objective has been to further mobilize and multiply the military and economic strength of free peoples so as to prevent the communists from over-running other parts of Europe and Asia, as well as to form the base on which military success can be achieved if the communists resort to war. Here



MR. WIGGINS, one of the South's most successful business executives, has had a notable career also as a banker and a newspaper publisher. Here are just a few of his many and varied business connections: Chairman of the Board, Atlantic Coast Line, Louisville and Nashville, and affiliated railroad companies; president and chairman, Atlantic Coast Line Co.; president, Trust Company of South Carolina; president, Hartsville (S. C.) Publishing Co.; director, American Telephone & Telegraph Co. He is a past president of the American Bankers Association, Southern Retail Merchants Conference, South Carolina Press Association, and many similar organizations. He has served as treasurer of the American National Red Cross, member of the Federal Reserve System's Advisory Council, and Under-Secretary of the U. S. Treasury.



**TELL YOUR CUSTOMERS**  
**They'll never have**  
**to PAINT**

• **TENSION-tite\***  
**ALUMINUM SCREENS**



- They never rust or stain . . . never need painting.
- Installed from inside in less than five minutes. No ladder needed.
- They cost less than wood-frame screens.
- Sizes for all double-hung wood windows.

**EXCLUSIVE GUIDE BAR**

Detaches to serve as a template for locating correct position for the top and bottom screws. Returned to the screen, it becomes an adjustment bar, closing any space between screen and sill.

Write for names of nearby jobbers who stock TENSION-tite aluminum screens

**RUDIGER-LANG CO.**



P. O. Box 468, Toccoa, Georgia  
 2801 Eighth Street, Berkeley 10, Calif.

\*Trademark of Rudiger-Lang Co.

again our approach should become more positive, our objectives clearer, and our motives defined in terms of preserving freedom and multiplying the opportunities for a better life for the peoples of cooperating nations.

Our task is to convince the rest of the world that our motives are to promote freedom for all as well as to preserve it for ourselves.

Until now, our objectives and methods have been largely of an emergency nature. We have adopted temporary expedients. We now face the tragic necessity of living dangerously in a danger-filled world for the foreseeable future. The greatest peril of all would be a complacent feeling that the situation will work out all right.

We need to sustain courage of a high order in the presence of uncertainty as to the plans of the Kremlin. We would like to find an easy and comfortable way out of this threat to our way of life and to the society of free men. We would like to pull the cover up over our eyes and blot out the ghastly prospect; but it is there, a reality and not a bloody nightmare.

Three unpleasant realities confront us: (1) that the communists have brought under their domination and control a large part of the world and are now attempting the conquest of the entire world; (2) that this country is cast in the role of world leadership, the exercise of which may determine whether an all-out military war may be prevented or, if it comes, may be won; and (3) that the clash and struggle of freedom vs. communism will go on and on for the indefinite future.

Recognizing the necessity for making long-range plans in the exercise of this leadership, part of our present task is to evaluate our own internal strength and weakness and prepare for the long pull. We should recognize that a large part of the financial and economic burden of this conflict has fallen on the United States and that the health of our economy has a profound effect throughout the world.

The success or failure of governments in many countries to remain free from communist domination will depend not only on our direct help, but in some measure upon the financial stability of this country and our avoidance of inflation or deflation. World progress and stability at the present time are more closely tied to the integrity of the American dollar than ever before.

Evidences of financial and economic strength in this nation are well recognized, but our weaknesses have been obscured by the rapid developments of the past two decades. There are several areas of economic weakness, actual or potential, that have developed in recent years which require examination and evaluation and where positive national policy and action are needed. Attention is directed to five of these areas:

**1. Inflation-Deflation** — In certain segments of the economy, inflation since 1940 has confiscated a substantial part of our wealth. During this period, the cost per unit of production has increased nearly 100 per cent, while the physical volume of goods and

services has increased only two-thirds as much. A dollar at the present time will buy only what 53¢ of the same dollar would have bought in 1940. The full impact of the destruction of part of our dollar wealth by inflation is yet to be felt in our economy.

While some increase in the dollar supply has been necessary to serve increased production, the excessive increase has resulted in the wasting away of nearly half of the value of the dollar within a 12-year period. However, any precipitate decline from the present plateau of prices and wages through deflation would be disastrous. On the other hand, further inflation would be explosive.

We are caught at a point where reasonable stability with a minimum movement either way appears to be the only hope of avoiding disaster. Whether we have the capacity, as well as the political and moral courage, to steer the economy on a reasonably even keel between inflation and deflation becomes the No. 1 question in domestic, as well as in world, economic affairs. Required are sound fiscal and tax policies, proper monetary and credit control, and judicious management of the public debt — all backed by a determined administrative and legislative policy of government.

**2. Controlling The Budget** — We find ourselves with a government debt unparalleled in amount and proportions and a Federal budget at around the \$80 billion level and not balanced with revenue. Taxes

of all kinds absorb some 30 per cent of total national income. We appear to be stretching to the limit the capacity of our economy to service government. We have been able to withstand this burden in part through the confiscation of part of our dollar wealth and through eating up "fat" previously accumulated.

Further government expenditures are projected near the current rate. How long and to what extent our domestic economy can stand such a drain without producing dangerous cracks remains to be seen. We can avoid this danger by bringing the budget down to manageable proportions and at the same time meeting defense needs and maintaining a stable economy. Such a program is believed by competent students to be possible if vigorously pursued by leaders in government and supported by the public.

**3. Threats to Corporations** — Part of the accumulated "fat" of our economy is being consumed through a capital levy on our productive machine, a combined product of inflation and the tax structure. Depreciation charges on productive plant and equipment provide only one-third to one-half of the reserves required to replace such facilities. The remaining part of the cost of such replacement constitutes, under our tax laws, a capital levy. Such replacement must be provided by new capital or borrowed dollars, or out of earned net income.

Net income in the case of corporations is income that is left after paying Federal income taxes of 52

## CARPENTER NAIL APRONS



### No. 111-0 17" x 22"

Made of full weight, square yard base duck. Lettered in any one color, bound up both sides. Double stitched neck band prevents rolling. Flared pockets, bar tacked at all points of strain. SHIPPED PREPAID.

	50	100	250	500	1M
9.93 Oz. White	.48	.43	.42	.41	.40
8.69 Oz. White	.46	.41	.39	.38	.37
Orange or Khaki (Specify)	.54	.49	.47	.46	.45

### No. 112-0 8" x 18"

Same material as No. 111-0. Bound and double stitched waist band across top. Flared pockets, bar tacked at all points of strain. SHIPPED PREPAID.

	50	100	250	500	1M
9.93 Oz. White	.32	.27	.26	.25	.24
8.69 Oz. White	.30	.25	.24	.23	.22
Orange or Khaki (Specify)	.36	.31	.30	.29	.28



## BONE-CROW COMPANY

MANUFACTURERS



Fabric Div.

•

WACO, TEXAS

## TRAFFIC FLAGS



Wire loop in top for attaching to food and keeping flag unfurled. SHIPPED PREPAID.

### No. 121 — Good Quality Red Cloth.

	100	250	500	1000	2500	5000
12" x 12"	.17	.15	.14	.13½	.13	.12½
16" x 16"	.26	.24	.23	.22	.20	.19

Prices include imprint one side in aluminum

### No. 124 — Red Duck — Stenciled one side in white.

	100	250	500	1M	2½M	5M
12" x 12"	.21	.20	.19	.18	.17	.16
16" x 16"	.29	.26	.25	.24	.22	.21

Letters Both Sides  
Same Copy Add .03 .02½ .02½ .02 .01½ Ea.

### No. 126 — Plastic Film — Stenciled one side in Silver.

	100	250	500	1M	2½M	5M
12" x 12"	.19	.17	.16	.15½	.15	.14½
16" x 16"	.29	.27	.26	.25½	.25	.24½

Letters Both Sides  
Same Copy Add .03 .02½ .02½ .02 .01½ Ea.



9.93 oz. White duck  
12.41 oz. Khaki waterproof

\$1.10 Ea.  
1.80 Ea.

### No. 116-0

#### CEMENT OR LEG APRON

29" wide, 34" long. Metal fasteners on leg bands. Large pockets as illustrated. No charge for imprinting if ordered in lots of 50 or more or with No. 111-0 nail aprons and the same copy used. Otherwise, add \$2.50 for imprinting any quantity. For longer length add 2c per inch on white, 3c per inch on waterproof.

29" Wide, 36" long. Large pockets as illustrated. No charge for imprinting if ordered in lots of 50 or more or with No. 111-0 nail aprons, and same copy used. Otherwise, add \$2.50 for imprinting any quantity. For longer length add 2c per inch on white, 3c per inch on waterproof.

### No. 118-0

#### YARD APRON

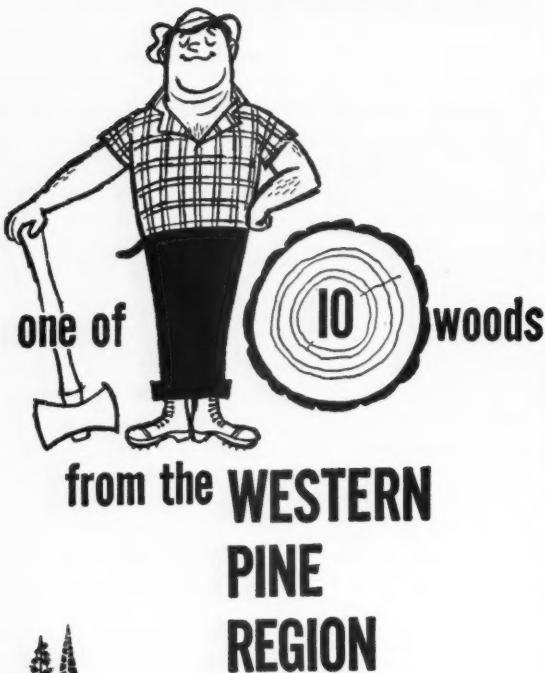
29" Wide, 36" long. Large pockets as illustrated. No charge for imprinting if ordered in lots of 50 or more or with No. 111-0 nail aprons, and same copy used. Otherwise, add \$2.50 for imprinting any quantity. For longer length add 2c per inch on white, 3c per inch on waterproof.

9.93 oz. White duck  
12.41 oz. Khaki waterproof

\$ .90  
1.55



# LARCH



A distinctive straight-grained wood with a strength, toughness of fiber and rigidity which make it ideal for structural and framing members of farm, home and industrial buildings. Excellent workability, fine texture and ability to take and hold all types of paints and stains recommend it for interior woodwork too.

This is but one of ten fine softwoods from member mills of the Western Pine Association. All are manufactured, seasoned and graded to exacting Association standards. Lumber dealers, builders, architects and wood users have found them dependable and best for many construction uses.



#### THESE ARE THE WESTERN PINES

IDAHO WHITE PINE  
PONDEROSA PINE • SUGAR PINE

#### THESE ARE THE ASSOCIATED WOODS

LARCH • DOUGLAS FIR  
WHITE FIR • ENGELMANN SPRUCE  
INCENSE CEDAR • RED CEDAR  
LOGEPOLE PINE



Write for free illustrated book about Larch.  
Address:  
Western Pine Association,  
Yeon Building,  
Portland 4, Oregon.

to 82 per cent. Many corporations that show a net income after taxes would show little, if any, net income if the full dollar replacement costs of depreciation of plant and equipment were charged as an expense. In addition, this unrealistic and inflated net income of corporations after taxes becomes subject to a graduated income tax when distributed to individual share-owners.

The net result is that share-owners in many corporations receive little, if any, economic net gain from their investments in common stocks. The incentive to corporate share ownership is becoming weaker and, in time, the corporate form of enterprise will begin to disintegrate unless there are changes in our tax laws. The corporate form of business is the foundation of the private enterprise system.

**4. Social-Economic Programs** — Within the past two decades, this country has embarked on many programs with social-economic objectives, the full impact of which can not be measured as yet. Some of these programs are socially desirable and represent human progress. Others fit into the pattern of state socialism.

Subsidies and payments by government under some of the programs have no sound economic basis and represent a financial drain on the taxpayer without a compensatory public benefit. As illustration: a large part of the billions of dollars of tax money that has been spent in the name of improved waterways and the development of electric energy, represents a perversion of sound economic theory for the benefit of favored groups and to the hurt of others.

The increasing heavy drain on the Federal treasury from social-economic outlays at a time when budgetary needs strain the financial capacity of government requires a re-examination and re-evaluation of them in terms of costs to the taxpayer as compared with resulting public benefits. Political courage of a high order will be required to reduce or discontinue many of these programs. Some of them are political dynamite.

**5. Industrial Warfare** — As we strive to find answers in our quest for world peace, we should also attempt to discover a substitute for labor-management wars that imperil the national welfare. A strike or lockout is a form of economic war. Use of force to resolve economic issues seldom yields a fair and just result. As labor-management relations in this country reach maturity, there will come a measure of our capacity and intelligence to find in reason and justice a substitute for economic warfare.

The giants on both sides in such contests have at their mercy the welfare of the American people and sooner or later will come a test in which the rights of all of the people must be recognized as supreme over the rights and power of any economic group. Economic warfare can destroy the foundations of the private enterprise system and democratic government. Ways of peace must be found to replace the losses and hardships of industrial warfare.

I would say, in conclusion, that the hour for tempo-

rary expediency in our national life has passed. We should now look beyond the horizon. Our peril is great and danger may be nearer and greater than we think. We must develop our full strength—military and economic and also moral and spiritual. We should gird ourselves not only with military might but with the courage to act on the basis of moral convictions that spring from spiritual resources. We should promptly eliminate any serious weaknesses in our national life, actual or potential.

Our new President brought a timely challenge to American leadership when he said shortly before Christmas 1952: "It is my conviction that the great struggle of our times is one of spirit. It is a struggle for the hearts and souls of men . . . it is a contest for the beliefs, the convictions, the very innermost soul of the human being."

#### "LET'S BRING GOVERNMENT BACK HOME!"

That's the title of the provocative article that will continue this series in your next Southern Building Supplies. In it, Texas Governor Allan Shivers declares that "we must fight to halt the flow of governmental power to the national capitol." Read Governor Shivers' timely views in this magazine next month!

### *Notable Quotes*

"More benefit for America is to be found in an ounce of real leadership than in a ton of law." — PRESIDENT DWIGHT D. EISENHOWER

\* \* \*

"Thirty years ago, when I went into business, a man could spend 95 per cent of his time on his business. Now he has to spend half his time figuring out what he can or what he can not do." — COMMERCE SECRETARY SINCLAIR WEEKS

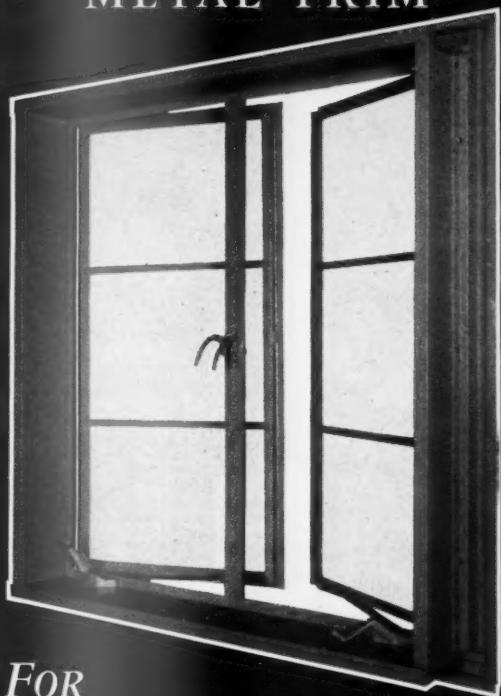
\* \* \*

"Taxes will equal all wages, salaries, rents, interest, and dividends received by the American people from January 1 through April 22, 1953." — CHAMBER OF COMMERCE OF THE UNITED STATES

\* \* \*

"It requires work and understanding and faith in the future to keep our political institutions free and unfettered. We must compete; we must produce. We must increase the benefits which accrue from our system. Free men can operate free enterprise with free minds and extend our system — a working symbol for those people elsewhere who have traded their freedom for security." — J. P. WEYERHAEUSER JR.

# HOPE'S NEW COMBINATION INSIDE-OUTSIDE METAL TRIM



### FOR HOPE'S STEEL RESIDENCE CASEMENT WINDOWS

Hope's new Inside-Outside trim combination saves you money, time and effort installing Hope's Steel Windows. Rough openings easily prepared; no sheathing to cut back or notch; you install trim without need for any finished carpentry whatever, either inside or out.

This solid steel trim construction makes window frames that never warp, shrink or swell and are fire, insect and vermin proof, adding extra value to the home . . . with lower costs to the builder.

Hope's new Metal Trim combinations assemble completely in a few minutes either at the warehouse or on the job. They accommodate all standard sizes of Hope's Steel Windows. For complete information write for Brochure No. 132.

### HOPE'S WINDOWS, Inc.

Jamestown, N. Y.

THE FINEST BUILDINGS IN THE WORLD ARE  
FITTED WITH HOPE'S WINDOWS

*Pre-Finished*  
**Amerwood**  
*Paneling*

**FOR PROFIT!**

**FOR CUSTOMER ACCEPTANCE!**

**FOR UNDUPPLICATED BEAUTY!**

Distinctive Amerwood pre-finished paneling will help you capture the untapped remodel . . . rebuild . . . redecorate market in '53. It's easy to sell because it's easy for your customer — the home craftsman — to install Amerwood with a *minimum* of trimming and fitting. In five distinct "customer-accepted" decorator colors: umber (natural), gray, green, white and red. Ideal for decorating the interior of *any* home. Made of top-grade  $\frac{3}{4}$ " Yellow Pine, eased (shiplap) joint, in 6" and 8" widths, available in 4, 6, 8, 10, 12, 14 and 16-ft. lengths. Packaged for your protection . . . for customer satisfaction.

INTERESTED IN '53 SALES AND PROFITS?  
ORDER "CUSTOMER-ACCEPTED" AMERWOOD  
PRE-FINISHED PANELING FOR CASH RESULTS!

*Free*

Clip this handy memo to your letterhead and mail today!

**AMERWOOD** P.O. Box 391, Ft. Worth, Tex.

Please send me free samples, dealer's price list, and customer literature.

Your Name \_\_\_\_\_

## NEWS about MANUFACTURERS

CLINTON, IOWA: Curtis Companies, Inc., makers of Silentite windows and Curtis woodwork, have announced an enlarged schedule of advertising for 1953. Trade magazine promotion opened in January and consumer magazine ads in February.

KANSAS CITY, MO.: The Seidlitz Paint and Varnish Co. recently held its 43rd sales meeting, attended by 125 salesmen. The theme was going after the "do it yourself" market, with promotion of SatinTex, Satin-Tone, and OilTone paints easily applied by home-owners themselves.

MONTREAL, QUEBEC: The Barrett Co., Ltd., has acquired all capital stock of Louiseville Pulp and Wallboard Manufacturing, Ltd., of Montreal and Louiseville. The plant produces insulation board for roofing and general building purposes. The Barrett firm is a subsidiary of Allied Chemical and Dye Corp.

FORT WORTH, TEX.: Royal Tile Manufacturing Co. has contracted with the Texeramics Co. in Mineral Wells to produce high-quality flint quarry tile. It will be sold under the brand name "Red Chief."

NEW ALBANY, IND.: R. K. Stem, of Chester B. Stem, Inc., local walnut lumber and veneer manufacturers, is the new president of the American Walnut Manufacturers Association, Inc. This group is promoting an "Enchanted Walnut" campaign among manufacturers of furniture and architects.

DALLAS, TEX.: The Atlas Roofing Co. has moved to new quarters. This is the second time increased business has forced the 10-year-old firm to seek more space.

ATLANTA, GA.: The Alsynite Co. of America, makers of translucent panels, have a new Southeastern district manager. He is Elwood E. Zerbe, who succeeds George V. W. Burton.

PHOENIX, ARIZ.: P. C. Gaffney is new vice-president of Southwest Lumber Mills. He had been manager of labor information service for the Southern Pine Association for the last seven years.

NEW BRITAIN, CONN.: Sales representatives for Stanley Works in all territories in the United States and Canada gathered here January 5-7 for the first general sales conference in five years. They were shown new Stanley hardware lines and promotional material.

RALEIGH, N. C.: Montague Wilkinson has been named salesman for

all Insulite building products in eastern North and South Carolina, with headquarters here. Vernon C. Ward, Jr., is new salesman for these products in western North Carolina and northwestern South Carolina.

HOUSTON, TEX.: Matson J. Sterken and Herbert J. Hillberg, both members of the industrial products division sales organization, recently were admitted to Johns-Manville's Quarter-Century Club. Each received a gold watch and pin.

SHREVEPORT, LA.: J. L. Avery, sales manager, and F. H. Wilson, production manager, retired in January. Succeeding Avery in the forest products division is H. W. Maddox. Wilson's successor is W. H. Brown.

MIAMI, FLA.: Over 500 civic officials, engineers, architects, and contractors attended the opening of Universal Concrete Pipe Company's new plant here January 10. This "world's largest manufacturer of concrete sewer and culvert pipe" has home offices in Ohio and other Florida plants at Ocala and Tampa.

### Certain-teed Promotions

Malcolm Meyer, general sales manager of the Certain-teed Products Corp., Ardmore, Pa., recently announced four sales personnel changes.

L. B. Hartnett was advanced to manager for gypsum product sales to dealers.

S. C. Marshall was transferred from sales manager in St. Louis to Hartnett's former position as sales manager at Cleveland, Ohio.

R. E. Schilling rose from sales representative in St. Louis to the position of district sales manager.

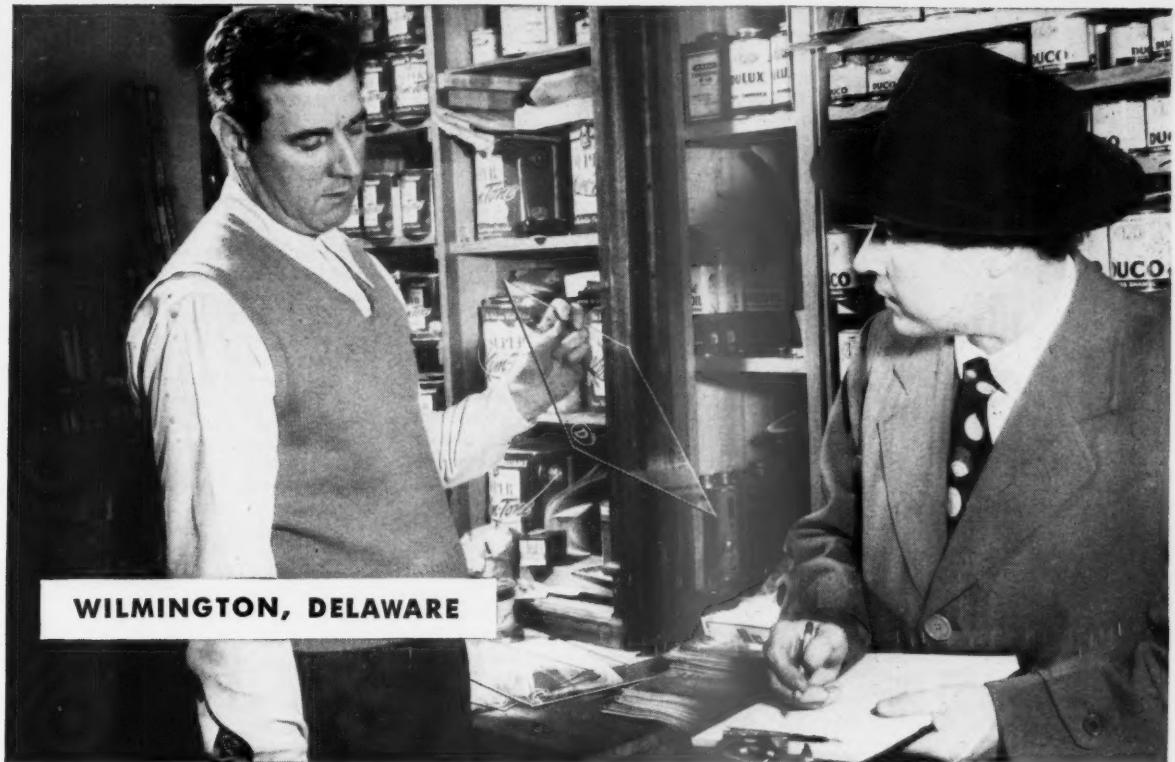
J. E. Barnes, Jr., was named assistant sales manager for the Philadelphia district. He formerly was a salesman in the Baltimore area.

### Republic Names Salesmen

Republic Steel Corp. has appointed six district sales representatives for its new line of kitchen cabinets and sinks. They recently completed intensive training at the Canton, Ohio, plant.

In the South and Southwest, Frank A. Riley, Jr., will serve Texas, Oklahoma, Arkansas, and parts of Tennessee, Kansas, and Louisiana from his office in Dallas.

Bayard A. Yerkes' territory includes Maryland, Virginia, Pennsyl-



WILMINGTON, DELAWARE

# L·O·F AGAIN GETS NOD IN "BLINDFOLD TEST"

CHARLES J. NOONAN,  
OF NOONAN BROS. HARDWARE,  
says: "With Brand 'D'  
I got a smoother, sharper cut  
without any effort at all."



Mr. Noonan cut four unidentified brands of single-strength window glass and instantly named Brand "D" easiest to cut. Brand "D" was L·O·F.

It's easier to cut L·O·F window glass into big pieces, little pieces; angled and curved pieces. You can even cut off thin strips close to the edge with a light stroke.

L·O·F window glass cuts easier because it is annealed more slowly, more patiently. That makes it less brittle. So it's a safer buy for your customers, too.

## Try it yourself!

Practically every man who's taken this test has picked L·O·F, no matter whether he cut it first, last, or in between the other brands. Try it and you'll see why you have fewer bad cuts, less waste and more profit, with L·O·F.

Call your nearest L·O·F Distributor. These local businessmen are listed under "Glass" in the yellow pages of phone books in many principal cities throughout the country. And send for your free booklet—"For Greater Profits on Window Glass".

Write Libbey·Owens·Ford Glass Company,  
7033 Nicholas Building, Toledo 3, Ohio.



**LIBBEY·OWENS·FORD** the easy-to-cut **WINDOW GLASS**



# Continuous demand for Stanley continuous hinges for tables, desks, chests, boat lockers, sewing cabinets



Get this FREE DISPLAY with purchase of 31 1/4 Hinge Assortment . . . customers see hinge operation and actual finishes. It's a big sales advantage. Ask your wholesaler.

The Stanley Works, New Britain, Conn.

## STANLEY

Reg. U.S. Pat. Off.

HARDWARE • TOOLS • ELECTRIC TOOLS  
STEEL STRAPPING • STEEL

vania, New Jersey, and the District, with headquarters in Philadelphia.

Part of Dayton Young's territory includes Missouri and northern Kansas, served by the Chicago office.

Atlanta, Ga., to Darlington, S. C., to fill this position.

SPMA directors appointed John L. Butler as acting association manager. He is chief of the SPMA inspection and testing department.

## Pee-Gee and Devoe in New Atlanta Warehouses

Complete with new model retail store, the Atlanta branch of the Peaslee Gaulbert Paint and Varnish Co. is now headquartered at 1126 Peachtree Street, N. E. This move took place 40 years after Alex B. Brown, the manager, left his native Aberdeen, Scotland, to come to Georgia with his mother and cousin.

From this warehouse, Pee-Gee dealers in Georgia, north Alabama, eastern Tennessee, and western North Carolina will be served. Arthur J. (Bud) Schulte is the retail store manager. Similar model store-warehouse combinations in the district are located in Tampa, Fla., and Columbia, S. C., to serve those states.

Brown sold Pee-Gee paints for the Campbell Coal Co. in Atlanta for eight years before he became salesman for the manufacturer in 1928.

The Pee-Gee and Devoe & Raynolds branch offices in Atlanta formerly were located together at 362 Fair Street, S. W. The Devoe branch is now located in new quarters at 229 Techwood Drive, N. W., with a model retail store attached. M. E. McGregor is branch manager. Jules Soulie, the Southeastern district manager, also makes this headquarters.

## More Plexolite in 1953

To meet an unprecedented demand for its Fiberglas-plastic decorative and structural panels, the Plexolite Corp. plans to build a new factory on a site recently purchased in El Segundo, Calif.

The plant will cost \$250,000 and will include facilities to make Fiberglas mat as well as panels.

The present Plexolite offices in Los Angeles will be used for warehousing and offices for sales and technical services.

## New Alumi-Nail Plant

More "Alumi-Nails" soon will be available following the recent opening of a new American Nail and Metal Products Co. plant in Milwaukee, Wis.

The line includes wood siding nails, cedar shingle nails, roofing

**AVAILABLE  
AT ALL  
TIMES**

**KILN DRIED  
HARD-  
WOOD  
Lumber**

Any quantity up to carload lots for immediate delivery or pick-up. Walnut, Cherry, Red and White Oak, Mahogany, Northern Birch, White Ash, Hard Maple, Butternut, Poplar, Basswood, Prima Vera, Idaho White Pine.

**CHESTER B. STEM, INC.**



657 Grant Line Road  
New Albany, Ind.

## Dietterich Leaves SPMA

C. W. (Bill) Dietterich, who has managed the Southern Plywood Manufacturers Association for the last five years, has resigned to become sales manager for the Darlington Veneer Co. He has moved from

nails with neoprene washers, plus several other types of siding and insulating nails.

They are cleaned by an etching process that microscopically roughens the nail surface to increase its holding power and make it non-toxic.

These aluminum nails weigh about one-third the weight of ordinary nails.

### Carolina Plant Grows

The Carolina Asbestos Co. has completed a \$200,000 addition to its plant in Davidson, N. C., for manufacturing colored asbestos siding shingles.

According to President C. H. Carlough, this is the first plant in this section to make permanently colored shingles of this type. The plant's operations have expanded about 300 per cent since 1950.

### French Architect Designs New Tile

A Frenchman, Jacques Couelle, has turned to nature in quest of architectural ideas. Impressed by the strength of a wheat stalk in holding up a heavy head of grain and by its ability to breathe from both the earth and surrounding air, Couelle started his examination under a microscope.

He also wanted to know how air moves—without benefit of blower fans—inside a plant stem.

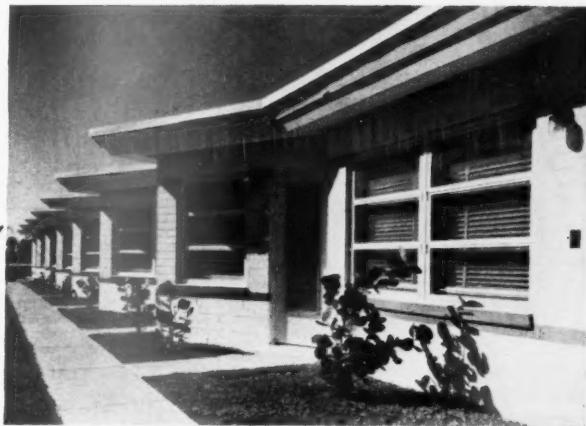
Under the microscope, Couelle studied the series of cells that produces a succession of narrow air passages at regular intervals. Then, to his surprise, he discovered that these "bottlenecks" actually cause a movement of air upward. It acted like a siphon to draw even-temperated air from the earth upward into the plant.

Copying nature, the French architect designed bottle-shaped clay tiles, open at both ends. Testing them for strength, he found that a clay tile the size and shape of a quart bottle could support 22 tons while standing on end.

He also found that by assembling these tiles on the bottleneck into an open-bottom pattern, he could erect an arc-shaped building of remarkable sturdiness without any steel or other strengthening material. And by sinking his "bottles" in the earth, his buildings are insulated by a stream of air moving through the walls.

The Couelle tile method of construction may not be popular for a long time, but at present it is offering an economical and fast way to erect military barracks.

*Unsurpassed*



### FOR DEALER PROFIT FEATURES

Quick turn-over through popular demand by architects, builders and consumers. Low inventory with just three sizes serving 75% of all requirements. Prompt delivery from a complete line of stock sizes and styles to fit every need. Low cost handling because each window is factory assembled for easy storage and one-delivery to the job.

## Gate City Perma-Treated WOOD AWNING WINDOWS

Pioneered by GATE CITY SASH & DOOR CO.  
"Wood Window Craftsmen Since 1910"

Send Coupon For Dealer Information

GATE CITY SASH & DOOR CO.

P. O. Box 901, Fort Lauderdale, Florida

SBS-3

Gentlemen: Please send complete information regarding dealership in Gate City Wood Awning Windows.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Tell me all about  
your sample floor  
display model  
that sells windows  
through easy  
demonstration.



When wet weather comes and dark clouds threaten, you have customers in the palm of your hand, IF you sell the STA-DRI line.

STA-DRI Mineral Paint stops water and decorates masonry in a variety of colors and white. Applied above or below grade, inside or outside, it's THE dependable product in the masonry waterproofing-decorating field. STA-DRI Paint is capable of holding a wall of water nine feet high without leakage, even if applied inside a basement. It works the first time. That means there won't be the kick-backs, complaints and adjustments that plague dealers who sell low quality, ordinary cement paints. Architects, contractors, builders and homeowners everywhere know STA-DRI paint is long-lasting, but easy to apply. Just mix with water and brush or spray it on.

Another STA-DRI volume-getter is STA-DRI Silicone CLEAR-COAT, the invisible water repellent that bounces rain off and stops efflorescence, but does not change the color or texture of masonry.

For stopping running leaks, there is none better than Instant WATER-STOP, Sta-Dri's superior hydraulic cement.

All these products come in convenient package sizes and are backed by national advertising, free sales aids, literature and a time-tested reputation for supreme performance. Profit by it. Stock STA-DRI.

**AMERICAN STA-DRI COMPANY**  
Brentwood, Maryland

## Strictly WHOLESALE

STATESVILLE, N. C.: The Southern Screw Co., P. O. Box 68, Statesville, offers without charge to wholesalers and manufacturers a new wood screw gauge. It measures the screw when one wishes to determine exact length and diameter. Send request on company letterhead.

WACO, TEX.: William Cameron and Co. has opened a 170-seat-capacity cafeteria on plant grounds for its employees. About 1,000 employees are eligible to use its facilities.

SHREVEPORT, LA.: R. J. Brock and A. G. Hammett, Jr., have dissolved their partnership in the Brock-Hammett Lumber Co., which had been in operation here since 1946. Brock has set up a new firm under the name of the Brock Lumber Sales Co., which will wholesale pine lumber, hardwood flooring, and West Coast lumber products. He has been a lumber wholesaler for 21 years, the first 14 with the T. C. Clanton Co. in Shreveport. Hammett has opened a retail business here.

KANSAS CITY, KAN.: The Bruce Lumber Co. was damaged in an \$800,000 January fire. It destroyed the building occupied by Bruce and several other industrial firms.

JACKSONVILLE, FLA.: A new wholesale lumber firm has opened here — the Export-Import Corp. C. C. Long, a retired Ocala banker, is president. He announced the firm would deal in Southern pine, hardwoods, cypress, and plywoods.

KNOXVILLE, TENN.: The Moore-Handley Hardware Co., Inc., with headquarters in Birmingham, Ala., has opened an office here. E. B. Cope-land was transferred here from Chattanooga as manager.

ATLANTA, GA.: F. E. Wait, Jr., formerly Augusta branch manager of the Stein Steel and Supply Co., has been promoted to the Atlanta sales management. This firm distributes plumbing supplies and steel building products.

### Wholesale Lumbermen Stress Merits of Wood

"The Merits of Wood" will be the theme of the National Association of Commission Lumber Salesmen annual meeting on March 27 in Chicago.

The lead-off speaker will be J. R. Bemis, first vice-president of the National Lumber Manufacturers Association and president of the South-

ern Pine Association. He heads the Ozan Lumber Co. in Prescott, Ark.

Other speakers will be Harry D. Gaines, president of the National Hardwood Lumber Association and head of the Gaines Hardwood Lumber Co. in St. Louis, Mo., and E. J. Lauesen, vice-president of Fuller and Smith and Ross, Inc., advertising agency.

### NBMDA Board Creates Regional Affiliates

Fourteen of the 15 new directors of the National Building Material Distributors Association held their first meeting at the La Salle Hotel in Chicago on January 19.

The major action taken was the establishment of 15 regional or state districts through which distributors can meet periodically to tackle local problems. Several of these districts have already been activated.

W. N. Fry, Fischer Lime and Cement Co. in Memphis, Tenn., was named to the program committee for 1953.

S. M. Van Kirk, general manager of NBMDA, announced that a spring meeting would be held in Buffalo, N. Y., May 21-22, and a fall meeting in Chicago, November 12-13.



Get your share of the remodeling market! Builders and home owners alike find EZ-WAY Folding Stairways the practical way to convert waste space into attractive dens, play-rooms, bedrooms and storerooms . . . the perfect answer to more room for living! EZ-WAY Folding Stairways come completely assembled, jamb included, panel attached for easy installation.

WRITE FOR NAME OF NEAREST DISTRIBUTOR!

**EZ-WAY SALES, Inc.**

BOX 360, DEPT. X, ST. PAUL PARK, MINNESOTA

## New FPL Publications on Wood Fungus, Decay

Eight new or revised publications were published recently by the U. S. Forest Products Laboratory, Madison, Wis. Four of them deal with fungus and decay problems in wood.

"Preservative Treatment of Fence Posts and Farm Timbers," a 33-page illustrated bulletin, tells how farmers can treat their own posts or timbers against decay and termites. It is listed as Farmers' Bulletin No. 2049 of the U. S. Department of Agriculture. Several methods of treatment and a number of common preservations are discussed. Posts can be made to last, on an average, from 10 to 30 years.

Blue stain is caused by fungi that grow in sapwood and use parts of it for their food, according to revised Technical Note No. 225, "Cause and Prevention of Blue Stain in Wood." This note describes seven solutions for the chemical treatment of logs against blue stain.

Revised Technical Note No. 221, "Weathering and Decay," describes these deteriorating influences and distinguishes clearly between them.

The fourth publication dealing with decay is a "List of Publications Relating to Fungus Defects in Forest Products and to Decay in Trees," Report No. R508.

Report No. R1639 deals with "Mechanical Properties of Laminated Modified Wood." It summarizes the results of approximately 3,700 tests made to evaluate some of the basic mechanical properties of some parallel-laminated and cross-laminated modified woods. Test material consisted of 17-ply panels of 1/16-inch rotary-cut veneer in the form of normal laminated wood, impreg, semi-compreg, compreg, and stay-pak.

Revised Technical Note No. 235, "Chemical Analyses of Wood," presents tables showing proximate and ultimate analyses of some American woods.

Rough estimates of timber weights can be made with the help of revised Technical Note No. 218, "Weights of Various Woods Grown in the United States." Part 1 of the note deals with sawed timbers. Part 2 discusses round timbers.

Timber formerly considered inaccessible for present-day tractor-logging methods is being logged in British Columbia by the Wyssen cable system. An Equipment Survey Note, "Wyssen Cable Operation in British Columbia," describes the first installation in the rough, mountainous region, and includes a cost analysis of the operation.

These publications may be obtained free upon request from the Director, Forest Products Laboratory, Madison 5, Wis., as long as the present supply lasts.

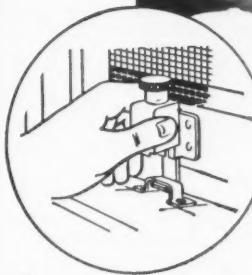
## JOBBERS TOLD US-

# "Don't change it!"

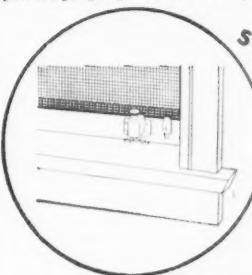
*You have the BEST and SAFEST catch on the Market!*



**Keystone**  
ALUMINUM TENSION SCREENS



Patented tension catch  
at sill holds Keystone Screen securely in place. Just turn knob to adjust for proper permanent setting.



Exclusive free floating sill bar  
assures snug fit at bottom...adjusts screen to uneven or off-level sill.

SEND COUPON!

Keystone Wire Cloth Co.  
Dept. C-15, Hanover, Pa.  
Without obligation, send me complete details, prices and discounts on profit-making Keystone Aluminum Tension Screens.

Firm .....  
Attn. of .....  
Street .....  
City ..... State .....

# SPIREX SASH BALANCES

## Quiet

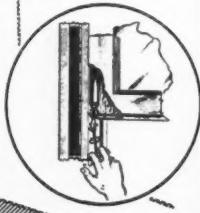
Special SPIREX coating insulates against noise and protects balance from rust. SPIREX gives you quiet operation with years and years of trouble-free service!

## Smooth

Patented spring construction with separated coils eliminates rasp and friction . . . makes windows slide *smooth-as-you-please* for the life of the building.

## Adjustable

Tension can be adjusted after balance is installed for perfect lifting power according to sash weight. Requires only 4-5 turns for average sash.



Manufacturers of  
precise clock spring  
balances since 1888.

New telescope  
carton has  
complete unit and  
accessories for  
the job.

**Marion T. Davis & Company**  
281 North Ave., N.E., Atlanta, Ga.  
Day: Emerson 6474; Night: Exchange 2278

**J. Scobey North**  
Nat'l City Bank Bldg., Dallas 1, Texas  
Phones: Project 7251, Lakeside 0761

**CALDWELL MANUFACTURING CO.**  
63 Commercial St., Rochester 14, N.Y.

## MATERIALS RESEARCH

(From page 40)

a registered architect to sell for less than \$20,000 including the land, to submit their plans and specifications for review. Where the plans and specifications are found to represent superior qualities of appearance, performance, and liveability in relation to the price, the foundation issues a certificate of approval to the project which helps the public recognize these factors.

For small homes built on concrete slabs poured on the ground, SWRI has developed new designs by using scale models in the laboratory. Another development is an adjustable house having movable closets and retractable walls which permit 72 variations on one floor plan. A contractor has built five such homes in San Antonio.

**Atlanta** — A new composition for trowel application over rough concrete floors and other surfaces where a wear-resistant, permanently attractive, moderate-cost covering is desired has been developed by the Georgia Tech Research Institute.

Applied over concrete, it provides a long-wearing surface which is resistant to water, impact, and abrasion. Its flexibility and its ability to bond to metal, glass, plaster, gypsum board, wood, and all types of masonry, permit applications to be made over large areas of various substrates without use of anchoring clips or expansion joints. These properties suggest a number of uses, only a few of which have yet been explored.

The original goal of the research leading to development of this composition was to discover a material which could be trowel-applied over unfinished concrete surfaces to produce an integral, good quality flooring. Such a material was desired by the project sponsor, a professional engineer of Atlanta, for use with a new system of concrete construction which he had devised.

However, the characteristics of the composition, as developed, suggest quite widespread applications in the building field, by no means limited to interiors. It appears to offer promise both as a moderately resilient surfacing material and as a patching composition for all types of concrete surfaces. Besides interior floors, its potential uses



## NOW RETAILING

Dwight L. Davis, above, now is executive vice-president of the H. and S. Lumber Co., progressive and growing retail firm in Charlotte, N. C. Before buying an interest in this retail company recently, Davis served as personnel and public relations director for the Curtis Companies, Inc., Iowa millwork manufacturers.

include walls and stairways, exterior platform, walks, concrete aprons, buildings, bridges, and other structures requiring protection or patching.

**Blacksburg, Va.** — The Virginia Polytechnic Institute's Wood Research Laboratory, headed by Dr. E. George Stern, has established a national reputation for research into methods of wood construction. The VPI group has published numerous bulletins on trussed rafters and on special nails for fastening flooring, underlayment, asbestos siding, gypsum wallboard, sheathing, framing, and lath.

Bulletins are now being prepared to cover the effectiveness of siding nails, and the use of L-shaped staples.

In addition, the VPI laboratory is now conducting research on the holding power of special nails in plywood, the effectiveness of Auto-Nailer assembled joints, and the effectiveness of special washers for fastening corrugated roofing. Reports on the new developments will be issued as rapidly as possible.

Of course, these and similar

## ASSOCIATION DIRECTORY

Associations serving Building Supply Dealers in Southern and Southwestern states—and served by SOUTHERN BUILDING SUPPLIES

**Alabama Building Material Exchange** — 519 Stallings Building, Birmingham 3, Ala. Executive Secretary: Mrs. Mary K. Harless. Tel. 7-3195. President: W. Thornton Estes, Birmingham, Ala.

**Arkansas Association of Lumber Dealers** — 727 Pyramid Building, Little Rock, Ark. Secretary: E. DeMatt Henderson. Tel. 8283. President: T. Arthur Holt, Marked Tree, Ark.

**Carolina Lumber and Building Supply Association** — 114 Builders Building, Charlotte, N. C. Secretary-Manager: E. M. Garner. Tel. 2-4921. President: W. F. Scarborough, Lumberton, N. C.

**Florida Lumber and Millwork Association** — 2218 Edgewater Drive, Orlando, Fla. Secretary-Treas.: Mrs. Marie M. Bennett. Tel. 2-3761. President: Francis J. Igou, Orlando, Fla.

**Kentucky Retail Lumber Dealers Association** — Knott Building, Lebanon, Ky. Exec. Vice-President: Donald A. Campbell. Tel. 74. President: R. E. McConnell, Paris, Ky.

**Louisiana Building Material Dealers Association** — 528 Florida Street, Baton Rouge, La. Exec. Vice-President: R. Needham Ball. Tel. 2-4080. President: J. Morton Myatt, Baton Rouge, La.

**Building Material Merchants of Georgia** — 1050 Ponce de Leon Avenue, N. E., Atlanta, Ga. Counselor: Joseph G. Rowell. Tel. Elgin 5329. President: F. E. Adams, Milledgeville, Ga.

**Lumbermen's Association of Texas** — Second National Bank Building, Houston 2, Tex. Executive Vice-President: Gene Ebersole. Tel. PReston 9157. President: Warren F. Keys, Marshall, Tex.

**Middle Atlantic Lumbermen's Association** — 1528 Walnut Street, Room 1123, Philadelphia 2, Pa. Executive Director: Robert A. Jones. Tel. PEnnypacker 5-5377. President: G. Hunter Bowers, Frederick, Md.

**Mississippi Retail Lumber Dealers Association** — 650 South State Street, Jackson 5, Miss. Secretary-Treasurer: E. B. Lemmons. Tel. 3-2077. President: W. P. Kelly, Winona, Miss.

**National Retail Lumber Dealers Association** — 302 Ring Building, 18th and M Streets, N. W., Washington 6, D. C. Executive Vice-President: H. R. Northup. Tel. NAtional 6757. President: H. J. Munnelly, Bennettsville, S. C.

**Oklahoma Lumbermen's Association** — 815 Leonhardt Building, Oklahoma City, Okla. Industrial Manager: W. M. Morgan. Tel.: 7-0338. President: Dale Carter, Tulsa, Okla.

**Southern Sash and Door Jobbers Association** — 209 Sterick Building, Memphis 3, Tenn. Secretary-Treasurer: C. Barney Gallagher, Jr. Tel. 8-4588. President: W. Horace Woods, Houston.

**Southern Wholesale Lumber Association** — McMillan Bank Building, Livingston, Ala. Secretary-Manager: Robert F. Darrah. Tel. 3051. President: John A. Thames, Birmingham, Ala.

**Southwestern Lumbermen's Association** — 512 R. A. Long Building, Kansas City 6, Mo. Secretary-Manager: Allan T. Flint. Tel. Victor 2265-6. President: Fred S. Stephenson, Chickasha, Okla.

**Tennessee Building Material Association** — 711 Broadway, N. E., Knoxville 17, Tenn. Secretary-Manager: R. O. Brownlee. Tel. 2-0185. President: W. S. (Red) Sexton, Knoxville, Tenn.

**Virginia Building Material Dealers Association** — 3305 Monument Avenue, Richmond 21, Va. Secretary-Manager: Harris Mitchell. Tel. 6-1749. President: William N. Neff, Abingdon, Va.

**West Virginia Lumber and Builders Supply Dealers Association** — P. O. Box 1589, Fairmont, W. Va. State Secretary: Sam H. Diemer. Tel. 364. President: Robert N. Swiger, Clarksburg, W. Va.



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advantage of this help!

Take a page out of the book of the most successful corporations in America . . . sell hard . . . be highly competitive . . . offer your materials and services at no money down and 36 months to pay. Whether you're large or small, ABC financing will put you on this EASY SELLING LEVEL. With low ABC monthly payments, you'll close more business right on the spot . . . and for larger orders, too! And in addition, you receive your money from ABC immediately; your working capital will always be available for new opportunities. Yes, you're in for a big year with the help of ABC low-cost financing. Call your nearest ABC office for details today.



Your best sales tool—the ABC Time Sales Program.



Specialists in Property Improvement  
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**BRANCH OFFICES:** BALTIMORE, BIRMINGHAM, BOSTON, BUFFALO, CHARLOTTE, CHICAGO, CINCINNATI, CLEVELAND, COLUMBUS, CORPUS CHRISTI, DALLAS, DAVENPORT, DENVER, DES MOINES, DETROIT, HOUSTON, INDIANAPOLIS, KANSAS CITY, LOS ANGELES, MILWAUKEE, MINNEAPOLIS, NEW ORLEANS, OKLAHOMA CITY, OMAHA, PHILADELPHIA, PHOENIX, PITTSBURGH, PORTLAND, ST. LOUIS, SALT LAKE CITY, SAN FRANCISCO, SEATTLE, SOUTH BEND, TAMPA, TOLEDO.

General Office: Box 3426 Terminal Annex, Los Angeles 54

studies are good news for the manufacturers and distributors of Southern lumber. They mean that lumber can better hold its own against steadily increasing competition from other materials.

**Miami** — The University of Miami's Division of Research and Industry, headed by Dr. H. H. Sheldon, has conducted extensive research on the design of glass jalousie windows, which are finding favor throughout the South. Of particular interest are studies of the strength of these and other windows under storm conditions.

In the window industry, it once was the custom to test windows under conditions equivalent to a static wind load of 25 miles per hour. Recognizing that windows meeting such minimum requirements would be unsuitable in hurricanes with fluctuating wind loads as high as 100 miles per hour, accompanied by heavy rain, Miami researchers have designed units to withstand these maximum loads.

Windows that pass the Miami

test may then use the "Hurricane Approved" seal issued by the Florida Window Manufacturers Association.

**Austin, Tex.** — "Devices against the sun" are being investigated extensively by the Department of Architectural Engineering at the University of Texas. These include attachments, appendages, and accessories for the external control of solar heat on buildings. Emphasis of this research will be on external sun-shading, expansion and contraction, water and wind tightness, vibration, and thermal conduction and radiation.

These are but a few of the research programs on building materials underway in the South today. They serve to indicate, however, that the region will no longer take a back seat in the competitive battle to serve the nation's market for building supplies and equipment. In fact, they may foretell a future in which the South may lead the nation in many fields of industrial activity.

## MATERIAL MERCHANT

(From page 41)

blower, or central furnace. In the sunny South, the more modern building material stores are equipped with air-conditioning.

Plenty of engineered light brings all the merchandise to view. Much of it is in point-of-purchase displays or dispensers. Frequently, tools and packaged goods are priced. This permits the customer to almost wait upon himself.

With the growth in number of accounts-receivable and the book-keeping required for government reports, work is cut short and made more foolproof by the use of billing, adding, calculating machines; by sales and cash registers.

To move materials and supplies faster into and out of the warehouse, dealers have bought forklift trucks, tractors, motorized and gravity conveyors, and engineered hand trucks. Teamed with pallets, these mechanical trucks let one man do the work that required several when done by hand.

Especially in the small town or city, the alert dealer is rapidly approaching full realization of such come-on slogans as "building materials headquarters" and "everything to building anything." This calls for trained salespeople who are qualified to specify and estimate the materials best suited to a particular building in view of budget and code limitations.

**Most dealers** buy all of their lumber wholesale now — in motor-freight truckloads as often as in railroad cars. It comes graded by sizes. A cut-off saw and, less likely, a rip saw are used to produce special or scarce sizes from stock lumber. But more dealers are pre-cutting lumber for the great number of home-owners who find it desirable or necessary to join the "do it yourself" gang of repairers and improvers.

Yes, a few old-timers who have managed to carry on in the 1900 or perhaps 1925 way of selling lumber, still contend nostalgically that "the good ol' days were best." But the desire to stay in business and prosper in keen competition with new dealers and that of chain, mail order, and department stores, has led most of them into a full appreciation of the 1953 type building material store where customers expect advice, credit, and assistance and spend their money where they get such service!

**WEL-BILT FOLD-A-WAY STAIRWAY**



- SAVES SPACE • IDEAL FOR SMALL HOMES
- ADDS EXTRA ROOM AT SMALL COST

Every home should have a WEL-BILT STAIRWAY. Wasted attic space can be easily converted into valuable storage space, extra bedroom or playroom for the children.

Wel-Bilt Stairways come assembled. THEY ARE easy to install at little expense and easy to operate.

SOLD BY LEADING DISTRIBUTORS FROM COAST TO COAST

Manufactured by  
THE WEL-BILT PRODUCTS COMPANY  
P. O. Box No. 95, Memphis, Tennessee

Member S. P. I. B.

**SOUTHERN PINE LUMBER**

**WORD GRAND PINE FLOORING... WOOD**

Member N. H. L. A.

Siding  
Ad Dimensions  
KD Pine Flooring  
YELLOW POPPLAR  
RED CEDAR CLOSEST LINING

**W. J. WORD LUMBER CO.**

Phone 327 — SCOTTSBORO — ALABAMA

## BIGGER PROFITS

(From page 50)

becue offers a chance to review items that have come out during the year, as well as build up goodwill.

A Louisiana dealer holds "family night" once a week. This gives husbands and wives a chance to look at products together and make decisions on purchases before they can "talk themselves out of it" at home.

A Mississippi dealer holds a weekly "movie night." Local townspeople gather to see a variety of travel, comedy, and short subject films, plus films on various products furnished by manufacturers and trade associations. Sales resulting from customers browsing through merchandise during refreshment time have made this a profitable promotion.

**Employee Training.** The key to better service is better-trained employees. Dealers who have sent personnel to 30-day training courses, short "refresher" courses, or enrolled them in correspondence courses, report a profitable increase

in the sales records of these men and women.

For those who can not get away or who join a building supply firm at a time when no course is being held, the National Retail Lumber Dealers Association has prepared a *Dealer Training Manual*, selling for \$1.50. This manual makes an ideal guide to conducting periodic sales meetings.

Part I tells the finer points of successful sales meetings and how to measure results. Part II shows the employee how to do a better job. Part III is a detail study outline with questions on each subject.

## MORE SALES NOW!

(From page 54)

tion labor and the new homes bought with short capital.

Recent market studies have indicated that 11 million families now have home workshops and that 18.5 million have home gardens. These developments suggest that they constitute a real market for \$80 million in power tools; \$100 million in lawn mowers — and \$2,750 million in lumber and

supplies for application by home carpenters.

No wonder that dealers everywhere are stocking and displaying power and hand tools—and offering free literature on installing materials!

These prospects are in addition to the farm market. A Bureau of Agricultural Economics survey shows that in 1949 alone, farm families in the South spent \$81 million for new house materials, \$79 million for major improvements, and \$74 million for repair labor and materials.

E. M. Garner, secretary-manager of the Carolina Lumber and Supply Association, recently wrapped up the outlook in four short sentences. Bulletined he to the Carolina material merchants:

"1953 will prove the most interesting and the greatest challenge to all progressive owners, managers, and their personnel since 1940. Scare buying, shortages, government orders are getting fewer and fewer. It will be John Q. Public who will more and more be our No. 1 customer — and not Uncle Sam. Uncle is going to have his hands full balancing his budget."

## For a Faster Turnover in SALES and PROFITS!

### OLD DOMINION BUILDING SPECIALTIES

#### ✓ TRI-DENSE

A hardener for use in concrete, mortar and stucco. Reduces cold weather hazards, permits faster placing, more rapid removal of forms. Protects mortar against FREEZING. Keeps winter work on schedule.

#### ✓ WALL-SEAL

A transparent silicone waterproofing for exterior stucco, concrete, cinder blocks, etc. Lets masonry breathe and renders it resistant to efflorescence and staining. Easily applied with brush or spray.

#### ✓ FLINT-TOP

A penetrating surface hardener for new and old concrete, terrazzo flooring and other concrete surfaces. Protects floors against oils, acids, salts, alkalies and many other chemicals. Retards concrete dust. Adds years to floor life.

WRITE  
FOR  
DETAILS

PERROW CHEMICAL CO., Hurt, Virginia



UNIVERSAL  
WOOD WINDOW UNITS

UNIVERSAL  
Panel Window Units

UNIVERSAL  
Identified Trim

UNIVERSAL WINDOW CORP.

CHARLOTTE, N. C.

AUSTELL, GA.

# HOO-HOO LOG

SAVANNAH, GA.: Hoo-Hoo Club No. 134 here will award prizes for outstanding woodwork done by both white and Negro students in the public schools from the eighth through the 12th grades. The presentations are to be made in May. The Savannah Cats also voted at their February 17 meeting to buy a hospital bed for use by the needy. Deputy Snark Oertell Collins showed motion pictures of the Eisenhower inauguration and parade.

DALLAS, TEX.: These Texas Cats enjoyed a new Southern Pine Association movie, "Sound of America," at the February meeting. Ash Huse reports that the 15 new members "have returned safely from their trip to outer space on a 1x10."

ATLANTA, GA.: Eighty-three persons — including many visitors — attended the Hoo-Hoo meeting on February 16 to hear John R. Freeman, of the California Redwood Association, explain the availability and uses of that species, and to see the color motion picture that tells the redwood story, "Sempervirens."



## 'BUNDLED' PLYWOOD AT NO EXTRA COST

For greater ease in shipment, handling, and inventory of plywood, the Western Veneer Co. and the Valley Plywood Co., both of Eugene, Ore., offer a strapping and bundling service without extra charge. Here a shipping clerk, car loader, and day shift foreman examine a carload of strapped bundles. Loaded and unloaded by lift-trucks in double-door cars, the steel-strapped bundles travel with less danger of damage. Standard bundle thickness is 25 inches.

## Three Chances to Join Hoo-Hoo in Dixie

Special concatenations at the March conventions of the Carolina, Tennessee, and Georgia dealers will provide fraternal-minded lumbermen opportunities to become active members of the International Concatenated Order of Hoo-Hoo.

The Hoo-Hoo concatenation at the Carolina convention will be held at 4:59 p. m. on Wednesday, March 18, at a place in Asheville, N. C., arranged by Bob Grooms, new vice-gerent snark of Catdom for the Carolinas.

The initiation ceremonies at the Tennessee convention will be held on Tuesday, March 24, at 5:29 p. m. in Gatlinburg.

The concatenation at the Georgia convention in Augusta will be held Tuesday, March 31, at the Bon Air Hotel at 5:29 p. m. Arrangements will be made by South Georgia Deputy Snark Oertell Collins.

Application blanks and further information may be obtained from local Hoo-Hoo leaders or by writing to Hoo-Hoo Don Moore, 806 Peachtree St., N. E., Atlanta 5, Ga.

Greensboro, N. C., February 10.

Other new officers are R. J. Gillespie, Orangeburg, S. C., and J. J. Haggerty Jr., Rocky Mount, N. C., both vice-presidents, and Ira Triplett, Lenoir, N. C., secretary-treasurer.

Dr. Claud B. Bowen spoke to the dealers on "Practical Religion in Your Daily World."

## Get in Those PR Entries!

March 31 is the date by which all entries in the 1953 Public Relations Contest of the National Retail Lumber Dealers Association must reach the office at 302 Ring Building, Washington 6, D. C., to be considered by the committee of judges for awards. The judges will be editors of the building industry magazines.

According to the rules, "your entry need not be elaborate or voluminous. A one-paragraph statement is sufficient if it sets forth the facts which the judges need to appreciate and evaluate what you have done."

Obtain entry blanks from the above address or your state or regional dealer association.

## C-V Club Headed by Love

New president of the Carolinas-Virginia Lumbermen's Club is Gordon Love, Garland, N. C. Members chose new officers at their winter meeting at Sedgefield Inn in

### Salesman Wanted

Wanted by large wholesale distributor of lumber, millwork, and other items of building material, operating in one of the very best southern cities, experienced young man salesman. This is a real opportunity. Box No. 34, Southern Building Supplies, 806 Peachtree Street, N. E., Atlanta, Ga.

## FASTER INSTALLATION MEANS FASTER SALES!

IDEAL All-Wethr Window Units can be installed quickly and easily. They arrive at the job-site complete with frame, sash, balances, weatherstripping applied, and window screens... all ready to slip right into the rough window opening. They are Preservative Treated to assure long life. Contractors and builders appreciate and demand this ease and speed of installation... as well as the many other advantages of IDEAL All-Wethr Window Units. They all add up to greater sales for you in '53.



Manufactured by IDEAL COMPANY, Waco, Texas

## IMMEDIATE DELIVERY!



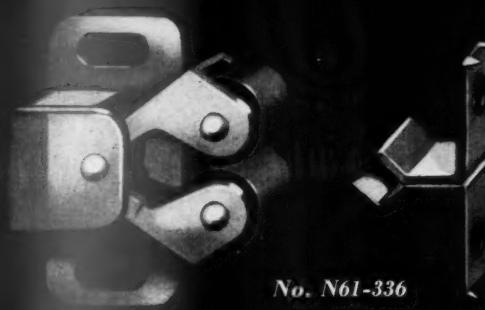
Illustrates and describes complete line of seven Bessler Disappearing Stairway Models to meet all your needs. This new catalog should be in your files for ready reference—write for your copy now!

Bessler Disappearing Stairway Co., 1900 E. Market St., Akron 5, O.

### Stock and Sell BESSLER DISAPPEARING STAIRWAYS

1. The ORIGINAL disappearing stairway—made for over 40 years.
2. A REAL stairway.
3. Seven well-engineered models for every need.
4. Safety-designed in every detail for protection.
5. Suitable for the finest homes—old and new.
6. Operates from above and below.
7. Full width treads.
8. ALL steps equal height.
9. Treads and stringers are made of Sitka Spruce.
10. Full door width.
11. Full length SAFT hand railings.
12. Accurate architectural design assures easy and SAFE ascending and descending.
13. All metal parts are made of strong, SAFT pressed steel.
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distinctive hardware  
all from 1 source



## TEAMWORK PROGRESS

(From page 68)

N— does not make use of a specific association service, his industry interests are being promoted in Washington. NRLDA's staff keep in constant touch with Congressmen and Senators. They supply information on the industry to Federal committees. They cooperate with other trade associations, such as the National Association of Home Builders, to promote projects and legislation favorable to the industry.

Periodic bulletins that keep members informed on industry matters and interpretation of national laws have become a major service of all associations.

A primary reason for many additional services is the fact that many dealers who sold mainly lumber before World War II now offer "one stop" building service. The yard employee who learned the price of lumber and how to write up an order has been replaced by the employee who knows many materials, how to estimate a job, how to help a customer plan a remodeling project. He possibly is a college graduate with four years' training in this field.

Nearly all state associations now sponsor or co-sponsor 30-day training schools at a university in their area once a year for personnel.

The Tennessee Building Material Association has gone one step further in sponsoring for two years an annual Management Clinic for managers and key personnel in nearby states. The Texas associa-

tion will sponsor a second top management institute at Southern Methodist University this month.

The Florida Lumber and Millwork Association is carrying school to the dealers. Cooperating with the general extension division of the University of Florida, it holds two-night clinics in various parts of the state.

Probably the most important recent service added by most associations is group insurance programs for members. These usually include life insurance; hospital, accident, medical, and surgical insurance. The Florida association has set up the Florida Building Materials Industries Self-Insurors Fund to provide workmen's compensation for members. Instead of paying premiums to an insurance company, members contribute to and draw from this fund.

To get better publicity for the industry in general on the local level, each state or regional NRLDA affiliate names "Minute Men," dealers who receive publicity releases and suggestions for speeches to make in their areas.

The Oklahoma, Tennessee, Kentucky, and Southwestern associations run cost-of-business surveys for members each year.

Several states run an employment exchange.

The over-all important trend in the growth of associations is that they are being tailored to meet any problem that a dealer-member has.

When it became apparent that mortgage money was not flowing freely enough, Texas dealers formed Lumbermen's Finance, Inc. The purpose is to finance low-cost FHA homes, including Title I, Section 8,

and Title II loans. Because so many Oklahoma dealers serve farming communities, the Oklahoma Lumbermen's Association sends to members monthly "farm fitted" plans for various farm structures. It sponsors an annual Farm Buildings Day and a short course in "Selling the Farm and Ranch Market."

One of the more important — but rarely pointed out — differences between operating a business in the United States and in a nation of a less democratic government is the formation of associations to serve practically every trade group.

Lumber dealers who keenly compete with each other band together to pay for services that benefit the industry generally — and thus ultimately benefit the consumer.

If there is a problem that an association isn't tackling, it is usually because members haven't "yelled" enough.

**Changing Times.** the Kiplinger magazine, pointed this out in a recent article. It stated that if your trade association can't help you,

"1. Your problem is too specialized. It's so peculiarly your own that nobody but you can solve it.

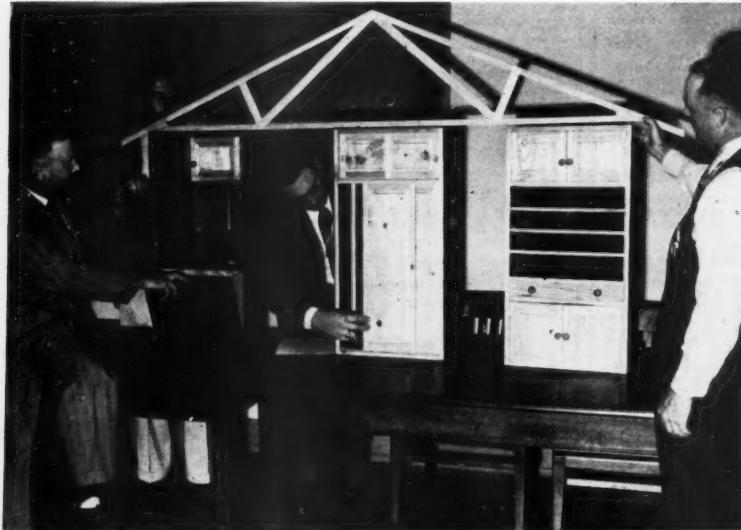
"The only known treatment is sweat. Shut the door, roll up your sleeves, and start wrestling again.

"2. Your association isn't big or strong enough to do all it should.

"If that's the case, help build up the association until it is strong enough to help you. Get everybody to join who ought to belong. When you are asked to help put over some project, get in and give!

"3. Your problem is general, something everybody in the business faces. Your association is sitting on its hands.

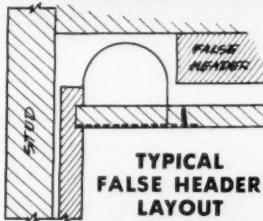
"What do you do then? Just what you would do if you discovered the local police spent its time shooting and forgot to pinch reckless drivers. Let your fever rise. Then blow up a terrific storm. Keep blowing until something is done about it."



**THIS MODEL** of a short-cut in building is just one of many money-saving ideas learned by top building supply men at Tennessee's recent Management Clinic. Such clinics are the newest big educational idea since the 30-day courses for dealer personnel.

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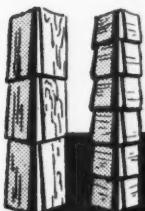
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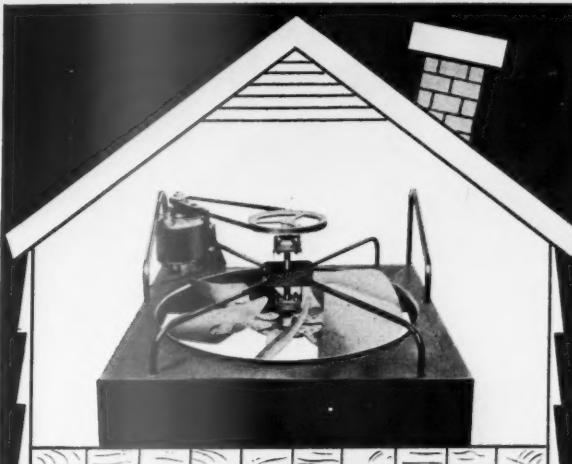
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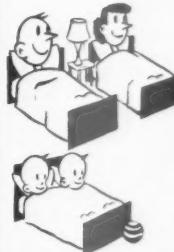


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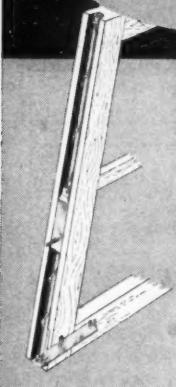
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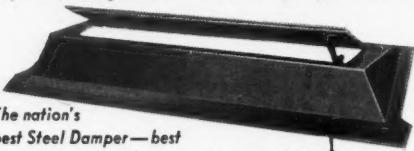
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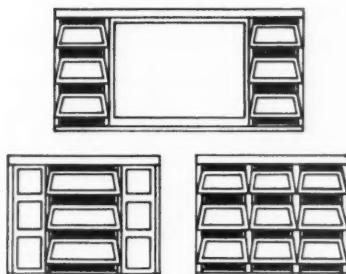
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